

**AWARENESS ON THE INFLUENCE OF MACRO-ENVIRONMENTAL FORCES
ON MARKETING ACTIVITIES OF SMALL SCALE BUSINESS OPERATORS IN
OYO STATE**

BY

SALAMI SARAFADEEN SEGUN

REG NO: PG/MED/09/50541

**DEPARTMENT OF VOCATIONAL TEACHER EDUCATION
(BUSINESS EDUCATION UNIT)
UNIVERSITY OF NIGERIA, NSUKKA**

NOVEMBER, 2013

**AWARENESS ON THE INFLUENCE OF MACRO-ENVIRONMENTAL FORCES
ON MARKETING ACTIVITIES OF SMALL SCALE BUSINESS OPERATORS IN
OYO STATE**

BY

SALAMI, SARAFADEEN SEGUN

REG NO: PG/MED/09/50541

**A THESIS PRESENTED TO THE DEPARTMENT OF VOCATIONAL TEACHER
EDUCATION, FACULTY OF EDUCATION, IN FULFILMENT OF THE
REQUIREMENTS FOR THE AWARD OF THE MASTER DEGREE IN BUSINESS
EDUCATION**

UNIVERSITY OF NIGERIA, NSUKKA.

NOVEMBER, 2013

APPROVAL PAGE

This thesis has been approved for the Department of Vocational Teacher Education,
University of Nigeria, Nsukka.

BY

Prof. E. E. Agomuo

Supervisor

Prof. (Mrs.) C. A IGBO

Head of Department

External Examiner

Internal Examiner

Prof. Ike Ifelunni

Dean, Faculty of Education

CERTIFICATION

Salami, Sarafadeen Segun, a postgraduate student in the Department of Vocational Teacher Education and with Registration Number: PG/Med/09/50541 has satisfactorily completed the requirements for research work for the Master Degree in Business Education. The work embodied in this project is original and has not been submitted in part or full for any Diploma or Degree of this or any other university.

Salami, Sarafadeen Segun

Student

Date-----

Prof. E. E. Agomuo

Supervisor

Date-----

DEDICATION

This research work is dedicated to the AbdulSalaam Mariam, Khadijah and AbdulSalaam Abdullah and Hibbatullah. May Almighty Allah guide and protect them. Amin

ACKNOWLEDGEMENTS

All the praises and thanks are to Almighty Allah, who has given His mercy and protection during the course of this programme. I am grateful to my able supervisor, Professor E. E. Agomuo for his untiring effort in reading, criticizing and making suggestions in order to ensure that this project becomes a reality.

My special thanks go to my parents Mr and Mrs Salami for their support both spiritually and financially towards the success of this study and for laying the foundation of my education, may Almighty Allah in his infinite mercy continue to shower his blessings over you. My immense gratitude goes to my wife Mrs Salami Lateefat, My Son Abdullah and My daughter Hibbatullah for their endurance and spiritual support throughout the period of this study, may Allah be with you and bless you abundantly.

I also like to extend my sincere gratitude to Prof Usman, Uztaz Waliyllah Br Tajudeen, Mr Oladeji, Mr Dabban, Mr Abu Muhammed, Mr Mafikuyomi, Mr Ojewale, Mr Binuomote, Mr Adeleke, Mr Adeyemo Nurudeen, for their useful contributions during and after proposal defense of this research study. The contributions of Bro Kamorudeen Salaam, Br Moshood Salaam, Mr Olanite Akeem are also acknowledged. Sincere appreciation goes to my brothers, sisters and friends: Dr Adedeji, Hon. Taofeek, Mr Raji, Mr Olatunji, Mr Arilesere, Abu Ahmed, Mallam Bashir, and Baba Gambari. I say thank you and God bless you.

The researcher wishes to express his profound gratitude to the members of Muslim Students Society, University of Nigeria, Nsukka Chapter for their aspiration and spiritual support. Finally, once more, I thank Almighty Allah for His blessings and protection.

TABLE OF CONTENTS

Title Page	i
Approval Page	ii
Certification	iii
Dedication	iv
Acknowledgements	v
Table of Contents	vi
List of Tables	ix
Abstract	x
CHAPTER I: INTRODUCTION	1
Background of the Study	1
Statement of the Problem	6
Purpose of the Study	7
Significance of the Study	8
Research Questions	10
Hypotheses	10
Delimitation of the Study	11
CHAPTER II: LITERATURE REVIEW	12
Conceptual framework	12
The concept of Awareness	12
Small Scale Business Enterprises	13
Marketing Activities	15
Marketing Environment	15
Influences of Demographics Forces	21
Influences of Economics Forces	24

Influences of Social and Cultural Forces	29
Influences of Technological Forces	33
Influences of Legal Political Forces	38
Influences of Competitive Forces	45
Theoretical framework	49
A Systems Theory of Business Intelligence	49
Related Empirical Studies	50
Summary of Literature Reviewed	54
CHAPTER III: METHODOLOGY	57
Design of the Study	57
Area of the Study	57
Population for the Study	58
Sampling and Sampling Technique	58
Instrument for Data Collection	58
Validation of Instrument	59
Reliability of the Instrument	60
Method of Data Collection	60
Method of Data Analysis	60
CHAPTER IV: PRESENTATION AND ANALYSIS OF DATA	61
Research Question 1	61
Research Question 2	62
Research Question 3	63
Research Question 4	65
Research Question 5	66
Research Question 6	67

Hypotheses Testing	69
Hypothesis 1	69
Hypothesis 2	71
Hypothesis 3	73
Findings of the Study	75
Discussion of Findings	77
CHAPTER V: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS	83
Re-Statement of the Problem	83
Summary of the Procedures Used	84
Summary of Findings	85
Implications of the study	86
Conclusion	87
Recommendations	87
Suggestions for Further Study	88
References	89
Appendices	
Appendix A Request for Instrument Validation	93
Appendix B Questionnaire	94
Appendix C Result of the analysis using SPSS	101
Appendix D Probability	114
Appendix E Sources of Population for the study	117

LIST OF TABLES

Table 1:	Mean Responses of the Respondents on the Level of Awareness of Demographic Forces that Influence Marketing Activities.	61
Table 2:	Mean Responses of Respondents on the Level of Awareness of Economic Forces that Influence Marketing Activities.	63
Table 3:	Mean Responses of Respondents on the Level of Awareness of Social and Cultural Forces that Influence Marketing Activities.	64
Table 4:	Mean Responses of Respondents on the Level of Awareness of Technological Forces that Influence Marketing Activities.	65
Table 5:	Mean Responses of Respondents on the Level of Awareness of Political and Legal Forces that Influence Marketing Activities.	66
Table 6:	Mean Responses of Respondents on the Level of Awareness of Competitiveness Forces that Influence Marketing Activities.	68
Table 7:	Two-tailed t-test Result of the Mean Responses of Urban and Rural Small Scale Business Operators on the Level of Awareness of Economics Forces that Influence Marketing Activities.	69
Table 8:	Analysis of Variance (ANOVA) on the Mean Responses of Small Scale Business Operators On the Technological Forces That Influence Marketing Activities.	71
Table 9:	Two-tailed t-test Result of the Mean Responses of Graduate and Non-graduate Small Scale Business Operators on the Level of Awareness of Competitiveness Forces that Influence Marketing Activities	73

ABSTRACT

The study was carried out to determine the level of awareness of small scale business operators on the macro-environmental forces that influence marketing activities in Oyo state. To achieve the objectives of the study six research questions were developed and answered while three null hypotheses were formulated to guide the study and tested at 0.05 level of significance. The study adopted survey design that made use of a 68-item structured questionnaire developed from the literature. The population for the study consisted of 119 small scale business operators in Oyo State. The questionnaire was face validated by three experts; two from Emmanuel Alayande College of Education, Oyo and one from the Department of Vocational Teacher Education, University of Nigeria, Nsukka. Cronbach alpha method was used to determine the reliability of the instrument. The questionnaire was administered on 119 respondents. All the copies of the questionnaire were retrieved and analyzed using mean and standard deviation while t-test statistic and ANOVA were used to test the null hypotheses. The findings of the study revealed that the small scale business operators in Oyo State are aware on the influence of macro-environmental forces that influence marketing activities. However, recommendations such as organization of seminars and workshops for the small scale business operators, availability of relevant information, employment of qualified and well grounded business administrators, and familiarity to the relevant business materials like newspapers, magazine and internet materials by the small scale business operators were made based on the findings from the study.

CHAPTER I

INTRODUCTION

Background of the Study

Business is an organization or economic system where goods and services are exchanged for one another or for money. Every business requires some form of investment and enough customers to whom its output can be sold on a consistent basis in order to make a profit. Obi (2002) defined business as an organized effort to produce products or supply services demanded by people for the purpose of making profit. Also, Aina and Salako (2007) affirmed that business can be regarded as a system which is better described as a linkage of input flows (energy, materials and information) from a source in uncontrollable environment otherwise called external environment. In the same vein, business could be viewed as an enterprise that involves buying and selling on the basis of satisfying consumer's wants and need for profit making purpose. Business enterprises are in various forms which include: small scale business, medium and large business enterprises.

Small scale enterprise is generally stated as the business which is independently owned and operated and not dominant in its field of operation. Osuala, (2000) expressed that the small scale business is any business that is owned, managed, and controlled by sole proprietor, or partners of about two persons, has total assets of less than four million naira, and a relatively small share of the market and do not have more than fifty employees. As it is considered in this study, small scale business is an enterprise with an initial capital of ₦50,000 to ₦500,000 owned, managed and controlled, by one or two persons including a workforce of between 5 to 20 employees. Small scale business activities can only be successful when consideration is given to the prevalent forces in the business environment.

Business does not operate in a vacuum but in a complex and changing environment. The type of environments in which business operates determine to a great extent how sound

the business should be in carrying out its marketing activities for the organizational goals to be achieved. According to Ross (2001), marketing is the process used to determine what products or services may be of interest to customers, and the strategy to use in sales, communications and business development. Agbonifoh, Ogwo, and Nnolin (2004) indicated that marketing consists of individual and organizational activities designed to serve the consumer's needs and facilitate exchanges with a view to achieving the goals of the individual or organisation through the satisfaction of the consumer's needs. Also, it involved efforts made to provide goods and services to the target people at the appropriate time aiming to maximizing profits. Osuala (1998) expressed marketing as the performance of those business activities that direct the flow of goods and services from producer to consumers or users. Osuala (1998) further stated that the marketing activity includes: production, managing, forecasting, conducting research, pricing, transporting, storing, advertising, buying and selling.

Marketing activities are the business strategies adopted in making products available for the satisfaction of consumer. Edna and Eboh (2011) viewed marketing activity as the totality of all the activities done by the firm before any product exists. Also, it can be viewed as everything needed to get a product off the business premises and pass it to the final consumer for profitable exchange. William and Ferrel (2007) stated that marketing consists of individual and organizational activities aimed at facilitating and expediting exchanges within a set of dynamic environmental forces.

Environmental forces are the totality of forces and institutions that are external and potentially relevant to the firm. Baker (2004) referred to environmental forces as the ultimate constraint upon the firm's strategy. Also, Odigbo (2011) expressed that business environment means forces that influence business objectives, functioning, strategies and the entire performance of organization in an area. However, environmental forces could be termed as

those elements that are beyond the control of the business and which must be reckoned with in their marketing planning activities. These elements could be classified as controllable and uncontrollable forces.

The controllable forces of marketing environment are product, price, promotion and place and they are referred to as micro environmental forces. Whereas, demographic forces, economic conditions, technological change, social/cultural change, legal/political forces and competition constitute the uncontrollable elements of marketing environment which could be regarded as macro environmental forces (Osuala, 1998). According to Ogidefa in Odigbo (2011) macro environment refers to factors that are largely outside the control and influence of a business and that can potentially have positive and/or negative impact on the business. In view of this, the uncontrollable forces are those factors that require proper and adequate monitoring by the business for better and efficient maintenance of the business activities.

Macro environments are demographic, economic conditions, social and cultural changes, technological changes, legal and political forces and forces of competition. Ade (2000) explained that demography as the country's population and its geographical dispersion of people is important to the marketer in selecting target market, location of plants and warehouses and selection of distributors. This shows that people make market and their tastes and preferences determine what to produce at a particular point in time. Also, Anyanwu (2000) indicated that economy has tremendous effects on the marketers's decisions because it determines the buying decisions of the buyers. If the economy is healthy, business activities will be smooth and all aspects of business including marketing will be very active and during the recession business activities are at their lowest and marketing is mostly affected in any society.

Moreso, societal reaction to a new product could be instrumental to its success and at the same time could be fatal. Consequently, the businesses monitor social changes and try to

adapt to change by keeping in touch with the business environment. Kotler and Armstrong (2004) opined that the purchasing power is directed toward certain goods and services and away from others according to people's tastes and preferences. Society shapes the beliefs, values, and norms that largely define these tastes and preferences. This indicates that for business to thrive well, efforts must be made to critically analyze the current trends in the societal and cultural beliefs of the society in which business enterprises operate.

Changes in technology constitute a great challenge to the survival of business marketing activities. Ade (2000) stated that technological changes and innovations and discoveries affect people's lives and consumption patterns dramatically. As new products are introduced, old ones are withdrawn. It is by virtue of these changes in technology that cause a shift in the consumer's tastes and preferences. This implies that changes in technology constitute challenges on the business to have a better control of their activities by shifting their resources towards the technological advancement as to meet up with the modern way of production and distribution of goods and services.

Government in other hand regulates business activities by enacting laws that influence the conduct of business in any economy. Osuala (1998) stated that in the civilized world political action sets the legal boundaries for business and other forms of activity. In addition, another form of forces that influence marketing activities of business is the force of competition among the business operators. Agbonifoh, Ogwo and Nnolin (2004) indicated that a marketer's marketing mix is a reflection of the perceived degree of competition which lead to product modifications and improvement, reduction in prices of goods and increase in promotional outlays. This occurs as a result of struggle to gain consumer acceptance and favourable market share by individual business enterprise for their products. Therefore, the marketers must be constantly aware of the macro environmental forces that are prevalent in the society in which he is operating for the attainment of business objectives.

Awareness is the state or ability to perceive, to feel, to be conscious of events, objects or sensory. According to Heath, (2002) awareness is an automatic response to our environment. Moreover, knowledge of macro environmental forces are essential to the business existence because marketing environment is constantly presenting new opportunities and threats upon which business must act for better performance. Business performance can be determined by the level of its awareness on the macro-environmental forces prevalent in a particular area, in this case being small scale business operators in Oyo state.

Among the states in Nigeria, Oyo State is one of the largest states in the country with three senatorial zones which includes Oyo North, Oyo Central, and Oyo South. It is a state where businesses of various forms are in existence ranging from local textiles, poultry farming, manufacture of soap and detergents, manufacture of leather footwear, pure water firms, dying of cloth, to manufacture of cosmetics. In Oyo state, business activities are predominantly major occupation of the people in the state. Both in the rural and urban area of the state, one form of businesses or others are established by the people of the state. Oyo senatorial zone is regarded as the urban area of Oyo state because it is an area where seat of government is located and small scale businesses in the area produces majorly goods like cosmetics, footwear, soap and detergent while Oyo North and Oyo Central are referred to rural area of the state because of non-existence of key governmental parastatals in the area and small scale business found in such areas engaging in dying of cloth, poultry farming and pure water.

In addition, as regards to the year of experience of small scale business operators in the state some of them have been in the business between one to eleven years of operation. Also, some of them are graduates while some are non-graduate. The graduate among them are those who have possessed HND, Degree and Ph.D. certificate while non-graduate are those who have acquired NCE and OND certificate. Moreso, small scale business operators

irrespective of their area of operation, experience and academic background need to be aware of the changes that constantly occur in the business environment because the success or survival of business enterprise can be determined by how knowledgeable and cognizant business operators are on marketing environmental forces which are regarded as a pivot upon which profitable marketing activities rotate.

Statement of the Problem

The major responsibility of small scale business operators is to plan, implement and evaluate their organizations' marketing system by anticipating environmental changes, remaining flexible and acting progressively for maximal actualization of organizational goals (Osuala, 1998). This implied that the key to organizational survival and growth is the firms' ability to adapt its strategies to a rapidly changing environment; failure to adapt may lead to goal unattainment and finally run down business activities. Moreover, the development of small scale enterprises is a core government policy concern purposely to raise economic growth, providing employment opportunities and provision of essential goods and services (Shaw, 2004; Baron & Share, 2005). It is obvious that small scale businesses especially in Oyo State have contributed immensely to the economic growth of the state in the creation of employment as a source of livelihood.

However, despite the above contribution, small scale businesses are performing below expectations due to lack of awareness of the small scale business operators to adopt marketing skills needed for proper and adequate monitoring of business environmental forces like demography, economic, societal and cultural forces, technological changes, legal and political forces and competitive forces, by the small scale business operators for better and effective business activities. People are the market and understanding of the size, structure, and composition trends is of fundamental importance to the marketing planner. Moreso,

every marketing activities are subjected to some of government regulation failure to concur may lead them to violation of government rule. As a result of changes in technology, a new product introduced in to the market by one company can easily become old fashioned and obsolete on account of improved versions brought into the market by the competitors. Attitudes, cultures and beliefs are very significant social-cultural variables because no business can survive if it produces goods that are against the belief of the society it operates. Therefore, the marketers's lack of awareness on the state of these forces has contributed negatively to their business prosperity in the state. Some of these business enterprises produce below their maximum capacity due to the low patronage of their product by the consumers. Many of small scale business enterprises have closed down because of the low turnover on the investment which also makes it difficult for them to pay the salary of their workers promptly. In addition, it has lead to the decrease in the standard of living among the people of the state.

In view of this, Ogwo in Ayozie (2001) indicated that small scale business operators lack the knowledge and skills of basic marketing which involves: marketing research, environmental scanning and forecasting, market segmentation, marketing planning and control. As a result of this, most of these businesses in the state are operating at a cost below the total cost due to their inability to take into consideration the significant of macro environmental forces in the business activities. Hence, there is need to study the level of awareness of small scale operators on macro-environmental forces that influence marketing activities of small scale business activities in Oyo State.

Purpose of the Study

The major purpose of the study is to determine the level awareness of small scale business operators on the macro environmental forces that influence marketing activities in Oyo State:

Specifically, the study determined the level of awareness of small scale business operators on:

1. The demographic forces that influence marketing activities in Oyo State
2. The economic forces that influence marketing activities in Oyo State
3. The societal and cultural forces that influence marketing activities in Oyo State.
4. The technological forces that influence marketing activities in Oyo State.
5. The political and legal forces that influence marketing activities in Oyo State
6. The competitive forces that influence marketing activities in Oyo State.

Significance of the Study

The findings from this study will be of benefit to the lecturers of business education, students of business education small scale business operators, general public, state government, ministry of commerce and industry and future researchers.

The study will provide information to the lecturers of business education. The information provided in the study will help lecturers to upgrade their knowledge based on the different concepts of macro environmental forces provided in the study. It will also serve as a material for preparing a lecture note for their students when taking the cognizance of the result of the study into consideration.

The study will be of immense benefit to the students of business education as the finding of the study will enable the students to be aware of the effect of technological forces on the marketing activities and will also help the Students to overcome problems that related to technological changes.

For business operators in Oyo state, the findings of the study on economic forces will enable the business operators to update themselves with the current trend in the market and how the scarce resources will be used judiciously. Application of the findings of this study by

the small scale business operators in Oyo State will strengthening their forecasting skills and techniques needed in the economic environment on the basis of effective utilization of scarce resources for profit maximization.

The study will provide information to the general public. The people in the society will have a great opportunity of purchasing standard products because of the existence of the laws that prevent selling of adulterated goods and this will contribute to their living standard maximally. It will also provide the general public with consciousness of what they consume by having complete knowledge of the product thereby preventing themselves from the dubious attitude of some business operators in the state.

The study will provide information to the policy makers in the state. The findings of the study will guide the government in making result oriented business law by enabling them knowing how political and legal forces influences activities of the small scale business. The business law that will lead to a good result will be achieved by the government by considering the plight of small scale business operators and the current political factors prevailing in the society when making law that concerns business operators in the state.

The study will provide information to the ministry of commerce and industry. The information given in the study will enable the officers in the ministry to develop proper monitoring procedures and guidelines for effective business operation in the state and also, render professional advice in terms of the skills needed by the small scale business operators to perform effectively and fulfill the objectives of which is being formulated.

Future researcher will find information from this study useful. It will serve as a reference material to provide a foundation and pointer from which more research would be carried out for the purpose of innovation and discoveries in the world of business environment.

Research Questions

The following research questions were formulated to guide the study:

1. What is the level of awareness of small scale business operators on the demographic forces that influence marketing activities in Oyo state?
2. What is the level of awareness of small scale business operators on the economic forces that influence marketing activities in Oyo state?
3. What is the level of awareness of small scale business operators on the social and cultural forces that influence marketing activities in Oyo state?
4. What is the level of awareness of small scale business operators on the technological forces that influence marketing activities in Oyo state?
5. What is the level of awareness of small scale business operators on the political and legal forces that influence marketing activities in Oyo state?
6. What is the level of awareness of small scale business operators on the competitive forces that influence marketing activities in Oyo state?

Hypotheses

Three null hypotheses were formulated for the study. The hypotheses were tested at 0.05 level of significance.

Ho₁: There is no significant difference between the mean responses of urban and rural small scale business operators on the level of awareness of economic forces that influence marketing activities in Oyo state.

Ho₂: There is no significant difference in the mean responses of the small scale business operators on the level of awareness of technological forces that influence marketing activities with respect to their years of experience.

Ho₃: There is no significant difference between the mean responses of graduate and non-graduate small scale business operators on the awareness of competitiveness forces that influence marketing activities in Oyo state.

Delimitations of the Study

The study was delimited to the level of awareness of small scale business operators on the macro-environmental forces that influence marketing activities. The study will cover mainly the influences of demographic forces, economic conditions, social and cultural forces, political and legal forces and competitive forces on the marketing activities of small scale business enterprises in Oyo State.

CHAPTER II

REVIEW OF RELATED LITERATURE

Literature related to this study were reviewed and presented under the following sub-headings:-

Conceptual framework

- Awareness of Macro Environmental Forces
- Small Scale Business Enterprises
- Marketing Activities
- Marketing Environmental Forces
- Influences of Demographic Forces
- Influences of Economic Forces
- Influences of Technological Forces
- Influences of Political and Legal Forces
- Influences of Competitive Forces

Theoretical framework

- A System theory of Business Intelligence

Related Empirical Studies

Summary of Literature Reviewed

Conceptual framework

The Concept of Awareness

Awareness is the state or ability to perceive, to feel or to be conscious of events, objects or sensory patterns. According to Heath (2002) awareness is an automatic response to our environment. Situational awareness is the perception of environmental elements with respect to time, the comprehension of their meaning, and the projection of their status after

some variable has changed, such as time, or some other variable, such as a predetermined event. Schmidt (2002) concluded that awareness involves being aware of what is happening in the vicinity to understand how information, events, and one's own actions will impact goals and objectives, both immediately and in the near future; one with an adept sense of situational awareness generally has an extremely high degree of knowledge with respect to inputs and outputs of a system; that is, one with a good sense of situational awareness could be said to have an innate feel for situations, people, and events that play out due to variables the subject can control. In conclusion, awareness in the business environment denotes total consideration on the influence of macro-environmental forces by the small scale business operators while planning marketing activities.

Small Scale Business Enterprise

The definition of small-scale enterprises (SSEs) in Nigeria has changed over the years not only in consonance with the changing fortune of the country but also in accordance with the diversity of the Small and Medium Enterprises (SMEs) supporting institutions in the country. Prior to 1992, different institutions in Nigeria adopted varying definitions of small enterprises. The institutions include the Central Bank of Nigeria (CBN), Nigerian Bank of Commerce and Industry (NBCI), Centre for Industrial Research and Development (CIRD), Nigerian Association of Small-Scale Industrialists (NASSI), Federal Ministry of Industry (FMI) and the National Economic Reconstruction and Fund (NERFUND). However, in 1992, the issues of conflicting definition was resolved with the establishment of National Council on Industry, which is now policy making organ on all matters relating to industry in Nigeria. Among the conceptual issue that was resolved is whether Small-Scale Industry definition should include all economic activities such as trading, buying and selling or whether it should be restricted to productive industrial activities especially manufacturing. Accordingly, a clear

distinction was made between small-scale enterprises consisting of trading, buying and selling activities and small-scale industries engaged in manufacturing industry.

In the guidelines for accessing equity finance under the Small and Medium Industry Equity Investment Scheme (SMIEIS) of the Bankers Committee and the Central Bank of Nigeria (2001), micro/cottage industry was classified as an industry with a total capital employed of not more than N1.5M excluding cost of land and working capital and labor employed of not more than 10 workers; small-scale industry has a total capital employed of over N1.5M but not more than N50M, excluding the cost of land and working capital with labor size of 10 to 100 workers while medium-scale industry has total capital outlay of over N50M but not more than N200M excluding the cost of land and working capital and labor size of between 100 to 300 workers (Irefin, Abdul-Azeez and Tijani, 2012).

Also, Osuala (2000) indicated that small scale business is a business owned, managed and controlled by a sole proprietor, or partners of about two persons, has total assets of less than four million naira, and a relatively small share of the market and do not have more than fifty employees. Small-scale industries as defined by the U. S. Small Business Administration (2010) include everything from one-person cottage industries to businesses employing 1,500 or more employees, although most are in the 500-employee range. Businesses with more than 1,500 employees are usually categorized as medium-scale or large-scale industries. The Small Business Administration classifies industries based on the North American Industry Classification System (NAICS), determining size by revenues or number of employees, depending on the industry. For example, most agricultural industries with annual revenues of less than \$750,000 are considered small-scale businesses by the SBA, while most heavy construction industries with annual revenue up to \$33.5 million are considered small businesses. For the purpose of the study, small scale business it is a form business enterprise that required capital of N50,000 to N500,000 for its marketing activities, such business is

owned, managed and controlled, by one or two persons including workforce of between 5 to 20 employees.

Marketing Activities

Marketing activities is the totality of all the activities done by the firm before product exist. According to Kathleen (2003), marketing is a process involving planning, executing of conceptions, pricing, distribution, promotion of products, ideas for the accomplishment of individual and organizational goals so that exchange can take place. Kotler and Armstrong (2004) stated that marketing involves making products available for the satisfaction of customers while making profits for the companies that offer those products. Osuala (2000) viewed marketing as the performance of those business activities that direct the flow of goods and services from producer to consumers or users. Osuala further stated that marketing involves activities such as managing, forecasting, conducting research, planning, pricing, transportation, storing, advertising, buying and selling. In addition, marketing activities can only be successful when consideration is given to the prevalent forces in the business environment.

Marketing Environment

An organization does not exist in a vacuum. It exists in an environment which provides resources and limitations. Stoner, Freeman and Gilbert (2000) defined environment as all elements outside an organization that are relevant to its operations. It is the totality of the factors that affect the working of a system. If the organization is to remain prosperous, the organization must continually adapt to its environment which is constantly changing; failure to adequately adapt to the environment is a major cause of organization failure.

An organization and its environment are interdependent. The organization depends upon its environment for the resources and opportunities necessary for its existence. It is therefore obvious that conducive business environment encourages entrepreneurial activities

and boosts the performance of an enterprise. According to John (2001) marketing environment is the totality of forces and institutions that are external and potentially relevant to the firm. Hill and Sullivan (2003) expressed that marketing environment constitutes those factors that are outside the control of firms and industries such factors includes demographics forces, economics forces, social and cultural forces, political and legal forces, technological and competitive forces. Hill and Sullivan further indicated that there is little, if anything, that a firm can do to influence its macro environment. It must simply monitor developments and prepare the inevitability of changes. Also, marketing environment is based on the proposition that the external environment constitutes the ultimate constraint upon the firm and dictates the boundary conditions within which it must operate (Baker, 2004).

However, business enterprise requires effective market environmental analysis in order to adapt its marketing strategies appropriately. Unless, the environmental analysis is put into consideration, the business will no longer fit the needs of the moment; it will be made obsolete by changes in customers's wants, new technologies and new competitors that have adopted it more effectively. Kotler and Armstrong (2006) stated that environmental analysis is the process of engaging in careful, continuous and fundamental monitoring of the environment with a view to identifying potential threats before they become actual treats and opportunities before they are missed. In view of this, business requires good strategies in order to overcome environmental uncertainties.

Also, Robins in Kotler and Armstrong (2006) promulgated some strategies that firms can employ in their efforts to lessen environmental uncertainties and threats. Such strategies includes: domain choice, environmental scanning, environmental forecasting and lobbying, advertising and forms of promotion.

Domain Choice: the domain of an organization can be defined in terms of the products which the company produces, the territories in which it operates and target market it

aims at. Ansof in Agbonifoh, Agbadudu and Iyayi (2005) referred domain choice as the product-market scope since a market is definable both in terms of territory and market segment. Another aspect of domain choice is the selection of a business location in such a way as to minimize the level of environmental uncertainty faced by the company. In Nigeria, the political environment is very volatile in places like the Niger Delta region, North area and some areas in the south-western part of the country. This often manifests in the form of social and political unrest and violent agitations by militant youth. Similarly, many business owners shy away from the zones that are notorious for religious fundamentalism and riots which often result in huge losses and even permanent closure of affected business.

Environmental Scanning: According to Jobber (2000) environmental scanning is the process of monitoring and analyzing the environment of a company. It is expected of manager to monitor the business environments for signals of changes that occur with respect to strategic issues which can have an impact on the organization's performance. Agbonifoh, Agbadudu and Iyayi (2005) stated that environmental scanning focuses more on identifying and analyzing unfolding changes than on the nature of events that are yet to happen. It also monitors trends and events, their implications and disseminates information and analysis so obtained to managers for decision making, planning and control purposes. In addition, data gained from the scanning can form the basis for environmental forecasting. Brownlie in Kotler and Armstrong (2006) stated that some of the benefits of environmental scanning include: more responsiveness to environmental changes, better decision making and strategic planning, greater effectiveness in dealing with government and improved industry and market analysis.

Environmental Forecasting: One way in which most managers seek to cope with their business environment is to have some tentative foreknowledge of what lies ahead through forecasting. Vogt (2007) indicated that forecasting is predicting, projecting,

estimating some future event or condition of the organization's environment, matters mostly outside of management control. Organization's environments that are liable forecasting includes competitive environment. Agbonifoh, Agbadudu, and Iyayi, (2005) stated that the purpose of environmental forecasting is to generate vital information about the future direction and changes in key environmental variables in order to provide inputs for managerial decisions making, planning and control. Forecasting also serves as a tool for coping with the environment in three ways. In the first place, the mere fact of going through a disciplined forecasting process improves the managers's knowledge of the variables at play in the company's environment. The second way in which forecasting helps him to cope is revealing in advance the opportunities, challenges and threats to anticipate. Finally, forecasting aids, and is aided by, environmental scanning.

Lobbying: is a process by which an individual or group tries to influence or persuade public policy makers to enact laws and formulate policies that will favour the lobbyist or the group(s) they represent. According to Agbonifoh, Agbadudu and Iyayi (2005) lobbying is particularly intense in the legislature. Pressure group and interest groups mount pressure on how law makers to initiate support or oppose a bill depending on which of these is favourable to the lobbyist. Lobbying therefore, offers yet another opportunity to a firm, or a group of firms possibly under auspices of a trade association, to seek to enact laws that will favour their environment. In Nigeria, the manufacturers association of Nigeria and the chamber of industry, commerce and agriculture take a keen interest in government's annual budgets in order to ensure that the budgetary provisions are not hostile to their members, they make suggestions or input into the budget and follow-up to influence the decision makers to utilize such inputs.

Advertising and other forms of promotion: A major concern of every management is the uncertainty of consumer response to their goods and services; consumer patronage and

loyalty cannot be taken for granted. Most consumers are unpredictable and switch brands from time to time. In order to bring about some measure of control and predictability, organizations spend millions of naira yearly on promoting the company and their goods and services. Promotion is a set of marketing tools, which consists of individual or corporate activities, whose goal is to inform, educate and persuade current and potential consumers to patronize the company. Promotion consists of advertising, publicity and sales promotion. By structuring the thinking, attitudes and behaviour of the markets, the company achieves some measure of predictability. Thus assured of patronage, the company can go ahead to produce and market its goods and services. By the same time, the company hopes that the efforts will weaken the negative impact of competition and thus creates a favourable competitive environment for its operations.

Also, Landstrom (2005) indicated that managers should formulate strategies as a means of matching the internal strength and weakness of their organizations with the challenges posed by the threats and opportunities generated by the environment in which they operate. In practical terms, a strategy may involve changes in the company's products, markets and technology. Thus, one coping mechanism may be to make significant changes in the company's products or technology. For example, management may decide to modernize the organization's technology as a way of coping with changing consumer needs or increased competition. Without prejudice to the points made above, an organization has various strategic options to choose from in its efforts to survive and grow in a changing environment. Thompson (2002) suggested that an organization has essentially the following nine basic corporate strategy options to select from:

1. Concentration on a single business, for example, the paint business

2. Vertical integration, for example, a manufacturing organization becoming its own raw-materials supplier (backward integration) or its own distributor (forward integration)
3. Diversification, which is developing a new product for a new market. This new business may be related or unrelated to existing line;
4. Mergers and acquisitions whereby two or more firms fuse into one (merger) or more firms buys over another which then becomes a division or subsidiary of the buyer or parent company;
5. Retrenchment strategies whereby a company sheds some of its weight by phasing out products, closing down divisions or branches, retrenching some staff and by adopting other forms of right- sizing measures;
6. Divestitures whereby the company withdraws part or all of its investment from a given line of business
7. Liquidation, a situation whereby the company resolves to sell or distribute its assets to shareholder; and
8. Combination of strategies involving the joint pursuit of two or more of the strategies options above. Each of these is, indeed, a means of coping or surviving in a changing environment.

Agbonifoh, Agbadudu and Iyayi (2005) pointed out that acquiring adaptive competency through appointments and human capital development serve as a means of surviving in a changing environment. Management may feel that it lacks adequate skill, knowledge or other competencies for dealing with anticipated future situations. In such a situation, the strategy for coping may be to acquire in advance the necessary skill for handling the situation. For example, it is becoming clearer to many firms that the future

world is an IT world. The result is that they have taken the necessary steps to acquire the needed skills in computer packages and applications.

Agbonifoh, Ogwo and Nnolin (2004) stated that managing the environment also requires dealings with individuals, groups and institutions. Therefore, one way in which an organization can seek to influence these external actors is to appoint in its board or top management team, people with considerable clout, knowledge and experience. The ostensible reason is that such persons will be able to deal with the diplomatic and bureaucratic problems involved in doing business with governments. The process whereby an organization appoints influential individuals into its Board of Directors or top management with a view to using his or her membership as a pivot for obtaining or enjoying cooperation from certain stakeholders is sometimes called co-opting or cooptation.

Demographic Forces

Demography is the study of human population in terms of size, density, location, age, sex, race, occupation and other statistics. Donella (2006) expressed that the first environmental factor of interest to marketers is population because people make up market. Marketers are keenly interested in the size of the world's population such as geographical distribution, density, mobility trends, age distribution, birth rate and death rate, racial, ethnic and religious structures. Donella further stated that these factors indicated the rate of increase of the world's population and they are of great importance for business. A growing population means growing human needs. It means growing markets, if there is sufficient purchasing power. On the other hand, if the growing population presses too hard against the available food supply and resources costs will shoot up and possibly profit margins will be depressed.

Demographic forces According to Osuala (1998) are essential to marketing managers because people constitute markets. For instance, a low birth rate translates into fewer children in primary schools and decreased demand for schools, school books, and teachers. Agbonifoh, Ogwo and Nnolin (2004) indicated that the population of a region or country has important implication for demand for goods and services. Apart from the numerical strength of a country's population, its distribution by geography, age, income, occupation, ethnic groups and educational qualification is important. The author further expressed that these elements are essential to the marketers in target markets selection, locations of plants and warehouses, selection and location of distributors and in the physical movements of goods. The marketers often segment his market by sex, age, income, occupation, religion, ethnicity and education. Knowledge of population distribution by these demographic variables is important in this regard. It also determines the market for products meant for those different demographic groups. For instance, only the literate segment of the population is relevant in the measurement of potential newspaper patronage and readership. For some products, only one gender may be relevant segment. Rural-urban shifts help when measuring the demand for products used by urban or rural dwellers. It is also useful in making distribution and promotional decisions.

Kotler and Armstrong (2006) argued that a detailed understanding of the size, structure, composition and trends of the population is therefore a fundamental importance to the marketing planner. Consequently, in majority of developed countries, information of this sort is generally readily available and provides a firm foundation for forecasting. At the same time, a variety of other equally important and far-reaching changes are currently taking place, including the growth in the one-person households and an increase in the number of group households.

The growth in the one-person households: the size of this SSWD group (Single, Separated, Widowed, Divorced) has grown dramatically over the years. And the factors that have contributed to this are young adults leaving home earlier, later marriage, a rise in the divorce rate, a generally greater degree of social and geographical mobility and higher income levels that give people the freedom to live alone if they wish to do so. Kotler and Armstrong (2006) concluded that the implications of changes such as these on marketing have already proved significant in a variety of ways and have been reflected in an increase in demand for smaller appliances, food that can be purchased in smaller portions and a greater emphasis upon convenience products generally.

An increased in the number of group households: these are households with three or more people of the same or opposite sex sharing expenses by living together, particularly in the larger cities. The needs of these non-family households differ in a variety of ways from those of the more conventional family household, which in the past has typically provided the focus for marketing attention.

Williams and Ferrel (2007) stated that demographic environment is affected by the level of education in a country, since changes in education have an impact on the wealth of a nation, life styles and the tastes of its people. In most of countries, there has been a growth in households made up of single people and large proportion of women now goes out to work. This has resulted in an increase in the sales of convenience goods. It also has a greater proportion of couples whose children have grown up and left home. Such couples have more disposable income to spend on luxuries, holidays and home improvement. Development of ethnic markets can also be relevant. In a number of countries, the ethnic mix of consumers is changing due to immigration and other factors. This will be reflected in changing demands of various goods, not only from the specific ethnic group but from other consumers whose tastes have been affected by them.

Furthermore, Williams and Ferrel (2007) further included that as ethnic groups immigrate to other countries, their own tastes can affect those of consumer in the host nation. Changes in the population characteristics have a significant bearing on relationship and individual behaviour. And therefore, those shifts lead to changes in how people live and ultimately in their consumption of such products as foods, clothing, and housing, transportation, education, recreation and health services. In view of this, marketers must understand the diversity with the nature of the market with respect to geographical location, income, marital status, mobility and self-care. Single people have different spending patterns than couples and families with children. They are less likely to own homes and thus buy less furniture and fewer appliances. They spend more heavily on convenience foods, restaurants, entertainment and recreation. In addition, they prefer spending on smaller packages whereas families often buy bulk goods and produces packaged in multiple servings.

Economic Forces

According to Karl and Ray (2008) economics is the study of how individual and societies choose to use the scarce resources that nature and previous generations have provided. Harper (2001) stated that economics is the study of social science that analyzes the production, distribution and consumption of goods and services. The study of economic environment is essential for business performance. The economic environment can and does change quite rapidly. The effects can be far-reaching and require change in marketing strategy which may fail if the country goes through a rapid business decline. As customer's incomes drop they must shift their spending patterns. They may simply have to do without some products (William and McCarthy 2002).

Also, the authors further pointed out that marketing manager must watch the economic environment carefully. Market requires not only people but purchasing power. The economy influences total amount of money available to customers and businesses to make

purchases. It affects the level of income consumers retain to spend on themselves and has an impact on the amount of profit and cash that businesses generate; thereby influencing the ability and willingness of individuals and organizations to perform transaction to acquire the goods and services they want. Those are some of issues that marketers should watch closely if they are to make relevant and timely decision about their products and services and the markets that they should serve.

People alone do not make a market. They must have money to spend and be willing to spend it. The economic environment is a significant force that affects the marketing activities of just about any organization. A marketing program is affected especially by economic factors as the current and anticipated stage of the business cycle, as well as inflation and interest rate. According to the author, Inflation is a rise in price of goods and services. When prices rise at a faster rate than personal incomes, consumer buying power declines. It also affects government policies, consumer psychology and marketing programs. Also, when the interest rates are high, for instance, some marketers offer below-market interest rates (a form of price cut) as a promotional device to increase business (Elizabeth, and Terry, 2011).

Moreover, William and Ferrel, (2007) expressed that marketing environment influences both marketers and consumer decisions and activities. The overall state of the economics fluctuates in all countries. Change in general economic conditions, willingness to spend, and buying power and consumer expenditure levels. Therefore, current economic conditions and changes in the economy have a broad impact on the success of organizations's marketing strategies. Fluctuations in the economic flow a general pattern often referred to as the business cycle. In the traditional view, the business cycle consists of four stages which include prosperity, recession, depression and recovery.

Prosperity: During the prosperity, unemployment is low and total income is relatively high. Assuming a low inflation rate, this combination ensures high buying power. If

the economic outlook remains prosperous, consumers generally are willing to buy. In the prosperity stage, marketers often expand their product offerings to take advantages of increased buying power. They can sometimes capture a larger market share by intensifying distribution and promotion efforts.

Recession: During the recession, unemployment rises and total buying power declines. These factors usually accompanied by pessimistic, often stifle both consumer and business spending. As buying decreases, many customers may become price and value conscious. During the recession, some firms make mistake of drastically reducing their marketing efforts, these damaging their ability to survive. Obviously, however, marketers should consider some revision of their marketing activities. During a recessionary period, because consumers are more concerned about the functional value of products, a company/business should focus its marketing research on determine precisely what functions buyers want and make sure those functions become parts of its products. Promotional efforts should emphasize value and utility.

Depression: A prolonged recession becomes a depression, a period in which unemployment is extremely high, wages are very low, total disposable income is at barest minimum, and consumers lack confidence in the economy. Spending during economic slow-downs, marketing budgets are more likely to be cut in the face of an economic down-turn.

Recovery: During recovery, the economy moves from recession or depression toward prosperity. During this period, high unemployment begins to decline, total disposable income increases and the economic gloom that reduces consumer's willingness to buy subsides. The ability to buy and the willingness to buy rises during this period. Marketers face some problems during the economic recovery. For instance, it is difficult to ascertain how quickly and to what level prosperity will return. In this case, marketers should maintain as much flexibility in their marketing strategies as possibly so that they can make needed adjustment.

Also, William and Ferrel (2007) explained further on consumer buying power and willingness to spend. The consumer buying power depends on economic conditions, and the size of the resources-money, goods and services that can be traded in an exchange that enables the individual to make purchases. The major financial sources of buying power are income, credit and wealth. For an individual income is the amount of money received through wages, rents, investments, subsidy payments for a given period, such as in a month or a year. Marketers are most interested in the amount of money left after payment of taxes because this disposable income is used for spending or saving.

Moreover, several factors determine size of disposable income e.g income, which is affected by wages, rate of unemployment, interest rate and dividend rates. Because disposable income is the money left after taxes are paid, the number and amount of taxes directly affect the size of disposable income. When tax rises, disposable income declines, when taxes fall, disposable income increases. The disposable income that is available for spending and saving after an individual has purchased the basic necessities of food, clothing and shelter is called discretionary income. It is used to buy pets, furniture, automobile, and clothing. Change in total discretionary income affects sales of products especially automobiles, furniture, large appliances and other costly durable goods.

Willingness to spend: People's willingness to spend stems from their inclination to buy because of expected satisfaction from a product, to some degree is related to their ability to buy i.e. people are sometimes more willing to buy if they have the buying power. However, a number of other elements also influence willingness to spend. For instance, price of a product and the amount of satisfaction received from a product already owned may also influence customer's desire to buy other products. Satisfaction depends not only on the quality of the currently owned goods but also on numerous psychological and social forces.

Economic environment is the mother of all categorizations of the environment. It includes the nature of the prevailing economic system and the general state of the economy consisting of some set of variables such as real income, inflationary rate, savings, credit availability, interest rate, exchange rate, consumer disposable income and expenditure patterns, monetary and fiscal policies, and infrastructures. In order to ensure business viability, the business should be acquainted with the organization and be able to make intelligent use of these variables in identifying the strength, weakness, opportunities and threats and possible strategies to adopt in order to achieve the business goals and objectives (Osunkeye, 1998).

Economic factors can range from small to big, from local to international or international, from current to future, from the rising cost of raw materials to the market entry of a new rival, from the current availability of investment funds to the likely future cash flow from a new product. John and Kelvin, (2007) stated that macro-economic environment includes inflation, balance of trade deficits, and demand and supply policies. Inflation refers to a general rise in the level of price throughout the economy. Balance of trade deficits is the excess of imports over exports. If aggregate demand rises, people are likely to buy more exports. In other words, part of the extra expenditure will go on foreign products e.g. cars. Also, if inflation is high, home-produced goods will become uncompetitive with foreign goods. We are likely, therefore to buy more foreign imports and foreigners are likely to buy fewer of our exports. If aggregate demand is too low relative to aggregate supply, unemployment and recession may well result. A recession is where output in the economy declines. In other words, growth becomes negative. A recession is associated with low consumer spending. If people spend less, shops are likely to find themselves with unsold stocks. As a result of this, they will buy less from the manufacturers which in turn will cut

down on production. Unemployment is likely to result from cutbacks of production. If firms are producing less, they will need a smaller labour force.

Demand and supply policies: Both demand side and supply will affect the business environment. Take demand side policy, if there is recession the government might try to boost the level of spending (aggregate demand) by cutting taxes, increasing government spending or reducing interest rates. If consumers respond by purchasing more, then this will clearly have an effect on businesses. But firms will want to be stocked up ready for an upsurge in consumer demand. Therefore, they will want to estimate the effect on their own particular market of a boost to aggregate demand. The Study of macroeconomic environment and effects of government policy are vital for firms when forecasting future demand for their product. It is the same with supply side policy. The government may introduce tax incentives for firms to invest or for people to work harder, it may introduce new training schemes, and it may build new motorways. These policies will affect firms's costs and hence the profitability of production. So, again firms will want to predict how government policies are likely to affect them, so that they can plan accordingly.

Social and Cultural Forces

These are the most difficult uncontrollable variables to predict. It is important for marketers to understand and appreciate the cultural values of environment in which they operate. Changes in social and cultural environment affect customer behaviour which affects sales of products. Some trends in the cultural environment include individual changes in views of himself, others and the world around them and movement towards self-fulfillment, immediate gratification and secularism (Donella, 2006).

The social-cultural environment, in regards to promoting a small business, has many facets. When customers enter business premises, they want to feel welcomed and feel that the

staff is friendly. This is important when business markets its products because the business will want to attract a certain psychographic segment of the population. Accommodation of specific target market is by making sure that their needs coincide with what you have to offer and how they perceive that is very important for business performance. When customers do perceive that their cultural values are being respected by the business as evident in its strategy and customer handling, they will respond more positively to the business and its revenues will increase (Odigbo, 2011). Social environmental factors are made up of the attitudes, desires, expectations, general education attainment, culture, beliefs and philosophy of a group or society. A shift in attitudes will always have an impact on the kind and desire of products the consumer demands. No business can survive if it produces goods that are against the belief system of the environment it operates in (Edna & Eboh, 2011).

Also, Osuala (1998) indicated that social and cultural forces are aspects of business environment that refer to how people and groups relate to each other. As a result, a marketer must have a knowledge of the behavioural sciences that deal with these relationships that involves sociology, psychology and cultural anthropology. The social aspects of society are constantly changing. People do change in the way they interact personally and in groups. A fashion change is an example of how marketing must respond to a change in group preferences. For examples, the length of dresses seems to go in cycles. If a current fashion is for short dresses, a marketer trying to sell longer dresses is not going to be very successful.

The people's opinions and tastes are being shaped by the society in which they live. In view of this, Olujide and Bamiduro (2005) noted that societies are not made up of homogenous population. They contain sub-cultures, which are beliefs and values shared by smaller groups of people. Such groups may arise out of a common race, religion, social activity or hobby. Sub-cultures are important to marketers insofar as they may have different consumption habits from the rest of the population. The following are some aspects of culture

that influence people consumption. The core culture is that set of values handed down from generation to generation and which is reinforced by social institutions such as schools and places of worship. Olujide and Bamiduro further opined that the cultural and social environment affects how and why people live and behave as they do. This variable is very important, because it has a direct effect on customer buying behaviour.

A marketing manager, according to William and McCarthy (2002), cannot afford to take the cultural and social environment for granted. Although changes tend to come slowly, they can have far-reaching effects. A marketing manager who sees the changes early may be able to identify big opportunities. Within any broad society, different sub-groups of people may be affected by the cultural and social environment in different ways. In most countries, the trend toward multiculturalism is making such differences even more important to marketers.

Cultural environment that affects business activities includes: attitudes, desires, expectations, tastes, habits, languages, norms and customs of people in a given society. An entrepreneur, in pursuance of his business goals needs thorough understanding of the socio-cultural environment and how this may influence his business (Chinoye, 2004). Also, William and Ferrel (2007) stressed that changes in cultural values have dramatically influenced peoples' needs and devices for products. Although cultural values do not shift overnight, they do change at varying speeds. Marketers should try to monitor these changes, knowing this information can equip them to predict changes in consumers' needs for products at least in their near future. The authors concluded that the major source of cultural values is the family.

In addition, Schwartz in Odigbo (2011) considered social cultural environment as the family system, attitude of people to work, religion, education and marriage among others. Culture is the human-made part of the human environment; it is the sum total of mankind's knowledge, beliefs, art, morals, laws, and other capabilities and habits acquired by humans as

members of society. It is the distinctive way of life of a group of people. Practices and traditions for survival and development are passed down from one generation to the next. In this way, the members of a particular society become conditioned to accept certain truths about life around them. Schwartz further stated that the increasingly competitive international business environment calls upon entrepreneurs to tailor or adapt their business approach to the culture and traditions specific to business locations and targets. The inability or unwillingness to do so could become a serious obstacle to business success.

Meyer (2004) stated that the improvement in the level of education and the availability of good job for people have given people the opportunity to move to a higher level of social class. Since there is a positive correlation between the social class and the level of spending, the higher the social class, the higher the demand for consumer goods, then there will be more opportunity available for business to grow and expand. People's lifestyle may be the source of good business, especially if the purchasing power is high. The success of any products depends upon which target groups the products aim to reach. Therefore, understanding of the social class and its lifestyle would definitely help the success of business. There are marked differences in the characteristics of social class among countries. However, certain categorization could be made as a guideline to understand the lifestyles, even though the characteristics are not perfectly matched with characteristics of a particular community.

Also, Agbonifoh, Ogwo and Nnolin (2004) expressed that marketing is conducted within a socio-cultural milieu, social ties, social groups, work groups, play groups and cultural beliefs, and norms that govern individual behavior. A societal reaction to a new product could be instrumental to its success and it could be fatal. Consequently, the marketer monitors social changes and tries to adapt. In designing promotional and distribution packages, knowledge of the social and cultural life of the target market could be immensely

useful. In many instances, an advertisement attempts to relate a product to the socio-cultural background of the audience; otherwise no meaningful impact may be made. Similarly, the distribution strategy must reflect the people's lifestyles.

Furthermore, the present socio-economic reality in Africa lifestyles today is such that purchases are made in very small units- milk by the tin and satchets, cigarettes by the stick, sugar by the cube and envelopes by the piece. Most Nigerian marketers cannot afford to ignore the reality. Consequently, their packaging policies often acknowledge this. For example, Blue Omo detergent comes in various sizes, the smallest being the satchet. All these suggest that socio-cultural realities partly determine a company's marketing strategies, policies, and fortunes (Agbonifoh, Ogwo and Nnolin, 2004).

Technological Forces

Technology is often used as the generic term to encompass all the technologies people develop and use in their lives. The word technology can also be used to refer to a collection of techniques. Gibson in Atueyi (2010) considered technology as scientific, engineering and managerial knowledge which makes possible the conception, design, development, and production and distribution of goods and services. Also, it is the current state of humanity's knowledge of how to combine resources to produce desired products, to solve problems, fulfill needs, or satisfies wants; it includes technical methods, skills, processes, techniques, tools and raw materials.

Today's production procedures require technological skill for better and quality production that commands the tastes and preference of consumers. Ade (2000) indicated that technology is an innovation and discovery that affect people's consumption patterns dramatically. As new products are introduced, old ones are withdrawn. It is by virtue of these changes in technology that cause a shift in the consumer's tastes and preferences. Also,

David, (2005) indicated that technology is another aspect of the environment a firm should consider in developing strategic plans. Changes in technology may affect the demand for a firm's products and services, its production processes, and raw materials. Technological changes may create new opportunities for the firm, or threaten the survival of a product, firm or industry. David further explained that technology affects the change in the lifestyle and buying patterns of consumers because the recent developments in the field of micro-computers have dramatically expanded customer's potentials and created innumerable opportunities for business via internet.

Development in technology has made it possible for the business to embrace new techniques that ensure the survival of the business and safety of the workers. Purateera (2005) opined that technology changes production processes. The introduction of production based on new technology often requires new techniques. New production technology may alter production processes. Robotics represents one of the most visible challenges to existing production methods. Robots may be used in position considered hazardous for people or that require repetitive, detailed activities. When production was first automated, although some workers were displaced, new jobs were created to produce and maintain the automated equipment. The impact of robotics on jobs is in large part a function of the uses made of the technology and the willingness of workers to learn to use new technology.

It is quite difficult to predict the impact of a new technology on an existing product. Still, the need to monitor the environment for new technological developments is obvious. Muhammed (2011) expressed that technological environment is perhaps one of the fastest changing factors in the macro environment. This includes all development in the production process which involves changes from the use of manual to automated machine. As the market develops it requires a company to stay ahead of others and update their own technology as it becomes outdated. They must stay informed of trends so that they can be part of the next big

thing, rather than becoming outdated and suffering the consequences financially. Ade (2000) also stated that technological innovations and discoveries affect people's lives and consumption patterns dramatically. As new products are introduced, old ones are withdrawn. This may change customers' tastes and preferences to create threats for a company or bring opportunities that it can tap.

Also, Agbonifoh, Ogwo and Nnolin (2004) referred to technology as the application of science in the production and distribution of goods and services. Technological advances widen the range of goods and services available and therefore, the range of choices available to the consumers. By rendering existing products obsolete, constantly changing technology makes marketing a more risky game. A new product introduced by one company can easily become old-fashioned and obsolete on account of improved versions brought into the same market by competitors. It is partly for this reason that companies must 'innovate or die' in the long run. The authors further stated that technological advances also ease the marketers' job. For instance, prior to the advent of the radio and the television, advertising was restricted to the activities of town-criers, drummers, and newspaper and magazines. With the invention of various electronic media such as the television, radio, internet advertising has been greatly revolutionized.

Today, product features and usage can be dramatized for everybody to see through different means of communications. Geof (2011) indicated that manufacturers of fast-moving consumer's goods have been forced to respond to the technological innovations by advertising their products through internet, television, radio, mobile phone etc. In this way, a change in the technological environment has affected the products and services that firms produce and the way in which firms carry out their business operations.

The technological environment refers to new technologies which create new product and market opportunities. Technological developments are the manageable uncontrollable

forces faced by marketers. Organizations need to be aware of new technologies in order to turn these advances to opportunities and a competitive edge. Technology has a tremendous effect on life-styles, consumption patterns, and the economy. Advances in technology can start new industries, and stimulate entirely separate markets. The rapid rate at which technology changes has forced organizations to quickly adapt in terms of how they develop price, distribute and promote their products (Thompson, 2002).

The development of technology has increased the production capacity of business organizations, managerial efficiency and also contributed to the people's living standard. However, Osuala (1998) stated that technology can be defined as an applied science. In common usage, technology is regarded as some sudden or unusual discovery which advances man's capacity to produce or to change man's level of living. More realistically, technology might be thought of as a return for an investment in education and research. Based upon what is discovered through additional knowledge, certain advances and changes are made in man's way of living. These changes directly affect the marketing process. For example, when mass production techniques became common place in developing countries, marketing practices had to change accordingly. Today, the widespread use of computers has greatly affected marketing activities in developed countries of the world.

The use of computers in the business premises has made it possible for the companies to market their products beyond their range. Pastula (2004) expressed that technology has created a major impact on the way in which all organizations market their products and services. With the development of the internet, companies are now able to economically market themselves on a global level. Even smaller companies that were once not able to capture international business due to the cost factor can now do just that. The companies' website which gives detailed information about their services can be accessed by potential customers all over the world. Technology is vital for competitive advantage, and is a major

driver of globalization. The following are the considerations made about technology: Does technology allow for products and services to be made more cheaply and to better standard or quality; how is distribution changed by new technologies e.g. books via the internet, flight ticket, do the technologies offer consumers and business more cheaply and to better standard or quality.

In addition, Hill and Sullivan (2003) viewed technology as a driving force for change in society and can be significant to the marketers for a number of reasons, it can create better ways of satisfying existing needs, identify latent needs, it enables new customers to be reached, alter the patterns of demand, change the nature of completion and increase the efficiency of marketing activities. Hill & Sullivan further stated that marketers should help their firms see such opportunities by trying to understand the why of present markets and what is keeping their firms from being more successful. Then as new technological developments come along, the market will be alerted to possible uses of those technologies and sees how opportunities can be turned into profits. The rapid pace of technological change opens up new opportunities but it also poses challenges for marketers. For many firms, success hinges on how quickly new ideas can be brought to market. Marketers must also help their firms decide what technical developments are ethically acceptable.

The rapid change in technology enables business operators to determine techniques needed in the production of goods and services making it possible for the business to reap technological opportunities and prevent its challenge. Anyanwu (2000) confirmed that technology affects marketing areas besides product development. The emergence of computers has revolutionized the way the goods reach consumers. For example, consumers may now receive their goods more quickly because many firms have computerized their warehouses. This has reduced the order picking and delivery time with consequent increase in

customer service level. In addition, innovations in the transportation system have improved the speed with which goods reach their destinations.

Chinoye (2004) also added that technological environment refers to the sum total knowledge we have or of the ways we do things, the inventions, techniques, designs, production system, and sale of goods and services. The business environment is influenced by these technological factors, especially in this twenty-first century that technology has been drastically modified and has reshaped human destiny. This is mostly noticed in the invention of the computer which is an electronic device used in the processing and retrieving of information. Computer has been useful in the business environment especially in such areas as record keeping, data processing, communication, marketing, production control, research and development, and in other related activities.

Legal and Political Forces

The political arena has a huge influence upon the company's regulations and the spending power of consumers and other businesses marketing decisions. Osuala (1998) expressed that every marketing activity is subjected to some of government regulation. Product, pricing, labeling and safety, dealer, discounts, advertising and claims, sales promotion, relationships with competitors, and customer relationships are only some of the areas in which legal considerations are very important. Various government agencies are becoming increasingly involved in marketing management in every industry. Each year new laws, regulations and decrees are enacted. Most of these laws come from the federal government, others state and local government. Osuala further stated that in the civilized world political action sets the legal boundaries for business and other forms of activity. Old laws are changed, new laws are added, and new interpretations are given to existing laws. The marketers must be constantly aware of the legal climate in which he is operating.

Decisions about what is acceptable behaviour form the ethical environment, which is closely related to the legal environment. Often a law is passed because collective group thinking leads to the conclusion that a certain business practice is not ethical. For instance, several laws have been passed or promulgated to marketing activities.

In Nigeria, most serious attempts to protect consumers and ensure their welfare are made by federal and state governments. The government did not stop with legislation and regulations for protecting consumers but has gone further to put them into action. Some of these legislations and regulation include:

Price Control Decree of 1970

By the enactment of the above decree, control boards were set up in each state of the federation in order to eliminate profiteering and hoarding. Profiteering and hoarding are not only injurious but also destructive to the consumer. Under these boards, the government put a ceiling on the prices of controlled commodities to ensure that consumers do not pay more than necessary.

Food and Drugs Decree of 1974

The above decree prohibits sales of certain foods, drugs, cosmetics, sales or advertisement of food as treatment for certain diseases and various misleading marketing practices. The right of the consumer to safety is emphasized in this decree. For example, a pharmaceutical company was closed down by the Federal Military Government of Nigeria for a violation of this decree.

The Nigerian Standard Organisation

This is one of the public agencies concerned with the welfare of the consumer. It was formed for the purpose of ensuring that products and services conform to certain specified standards. It stipulates quality, weights and measures that must be conformed to by businesses. Such products include cocoa, palm oil, and so on. The business organizations

must operate within a framework of governmental regulation and legislation. Government relationship with organizations encompasses subsidies, tariffs, import quotas and deregulations of industries. In addition, the political environment includes government and special interest groups that influence and limit various organizations and individuals in a given society. Organizations hire lobbyists to influence legislation and run advocacy that their points of view are on public issues. Special groups have grown in number and power over the last three decades, putting more constraints on marketers. An example of response by marketers to special interests is the use of recyclable packing materials as part of marketing strategy (Osuala, 1998).

Many businesses related laws made by government influence the business to conform to the required standard in order to guarantee the safety of the consumers. William and Ferrel (2007) expressed that political, legal and regulatory form and the marketing environment are closely related. Legislation is enacted, legal decisions are interpreted by courts and regulatory agencies are created and operated by elected or appointed officials. Legislation and regulation (or their lack) reflects the current political outlook. Consequently, the political forces of the marketing environment have the potential to influence marketing decisions and strategies. Many marketers view political forces as beyond their control and simply adjust to conditions arising from those forces. Some firms, however, seek to influence the political process. In some cases, organization protests the activities of legislative bodies.

In addition, William and Ferrel further stated that Federal regulation agencies influence many marketing activities including product development, pricing, packaging, advertising, personal selling and distribution. Usually, these bodies have the power to enforce specific laws as well as some discretion in establishing and operating rules and regulations to guide certain types of industrial practices. Because of this discretion and overlapping areas of responsibility, confusion or conflict regarding which agencies have jurisdiction over which

marketing activities is common. Federal trade commission mostly regulates a variety of business practices, it allocates a large portion of resources to curb false advertising, misleading pricing, descriptive packaging and labeling. When it has reason to believe a firm is violating a law, the commission typically issues a complaint stating that the business is in violation and takes appropriate action.

Also, the commission assists business in complying with laws and evaluates marketing methods every year. For instance, the agencies had held meeting to help firms establish guidelines for avoiding charges of price fixing, deceptive advertising and questionable telemarketing practices. It has also held conferences and hearings on electronic (interest) commerce. According to Kotler and Armstrong (2004) marketers are influenced by the regulatory environment. This has implications for their obligations to customers and the wider public. Customers are increasingly able to seek redress for faulty products, and those who live near manufacturing plants are able to claim compensation for pollution. The political environment around the world has recently favoured the privatization of public companies. Such companies have also been able to compete more freely in the private sector. Kotler and Armstrong further indicated that changes in government rules and regulations can affect a firm's costs (for example if new systems and procedures have to be developed) and demand (e.g if the laws affects the likelihood of customers buying the good or using the service. Different categories of law include:

Customer's laws: these are designed to protect customers against unfair practices such as misleading descriptions of the product.

Competition laws: these are aimed at protecting small firms against bullying by larger firms and ensuring customers are not exploited by firms with monopoly power.

Health and safety legislation: these laws are aimed at ensuring the workplace is as safe as is reasonably practical. They cover issues such as training, reporting accidents and the appropriate provision of safety equipment.

Also, Olujide and Bamiduro (2005) indicated that the attitudes and reactions of people, social critics, and government all affect the political environment. Consumers in the same country usually share a common political environment, but the political environment can also have a dramatic effect on opportunities of a local and international level. Some business managers in the view of William and McCarthy (2002) have become very successful by studying the political environment and developing strategies that take advantage of opportunities related to political dimensions. The political forces cover major developments in legislation, government agency decisions and enforcement and the impact of public interest groups on the industry.

The business operators will want to monitor legislation regarding product safety, occupational safety, truth-in-advertising, group interests and other legal and political developments that may affect its marketing decision. Kotler and Armstrong (2006) expressed that marketing decisions are typically affected in a variety of ways by developments in the political and legal environments. This part of the environment is composed of laws, pressure group and government agencies, all of which exert some sort of influence and constraint on organizations and individuals in society. With regard to the legislative framework, the starting point involves recognizing that the amount of legislation affecting business has increased steadily over the past two decades. This legislation has been designed to achieve a number of purposes, including:

1. Protecting companies from each other so that the size and power of one organization to damage another is limited.

2. Protecting consumers from unfair business practices by ensuring that certain safety standards are met, that advertising is honest, and that generally companies are not able to take advantage of the possible ignorance, naivety and gullibility of consumers.
3. Protecting society at large from irresponsible business behaviour.

Moreso, it is important for marketing managers to be aware not just of the situation in their immediate markets, but also of how legislation might develop in order to restrict marketing practice. In a broader sense, marketing planners also need to monitor how public interest groups are likely to develop and subsequently, influence marketing practice. Legal departments also can be expected to increase their importance in firms, affecting product design and promotion. At a minimum, marketing managers will spend less time with their research departments asking 'what does the consumer want' with their production and legal people asking what can the consumer have? In the light of comments such as these, the need for careful and continual monitoring of the political and legal environment should be obvious, since at the heart of all such analysis is the simple recognition of the idea of political risk (Kotler & Armstrong, 2006).

It is important for the business organization to possess adequate knowledge of political environment for proper monitoring. Chinoye (2004) stated that the political environment is another factor that affects entrepreneurship. An entrepreneur should have at least a fair knowledge of the political situation and the extent to which it might affect his business. A political system is the complexity of laws, regulations and government agencies and their actions that can affect all kinds of enterprises, albeit in varying degrees. It is a broad term covering essentially the rules and constitutions governing a nation. These sets of laws, regulations, government agencies and pressure groups, influence, constrain or enhance the conduct of various organisations, including entrepreneurship and entrepreneur. The importance of a stable political environment cannot be over emphasized. It has been proved

beyond reasonable doubt that an unstable political environment results in low business prospects especially in the area of attracting foreign investments.

The survival of a business is determined greatly by the political climate in which business operates. Osunkeye (1998) pointed out categorically that Nigeria had undergone frequent changes of government since its independence. It was fair to acknowledge that this political instability had hurt the country for attracting and enhancing foreign investment inflow. Meanwhile, foreign capital is a must to complement over dwindling domestic investment, if we are here to move ahead economically. A marketer does not have to be a politician to be successful, nevertheless, he needs to be socially responsible and political conscious as this enables him plan strategically for the achievement of his business objectives.

In addition, Anyawu (2000) expressed that political and legal forces influence the conduct of business in any economy. Legislations at the federal, state and local government levels exercise considerable influence on marketing activities of a firm. Legal environment consists of laws and interpretations of laws that compel business to operate under competitive conditions and to observe consumer rights. Also, Global Marketing (2004) expressed various way by which government intervene in marketing programs as follows: contracts for the supply and delivery of goods and services, the registration and enforcement of trademarks, brand names, and labelling, patents, marketing communications, pricing, product safety, acceptability and environmental issues.

Political stability, monetary circumstances, tariffs are significant factors that influence marketing activities of small scale business enterprises. Wilson (2000) opined that political environment includes laws, government agencies, and pressure groups that influence and limit various organizations and individuals in a given society. Governments develop public policy to guide commerce by setting laws and regulations limiting business for the good of

society as a whole. Almost every marketing activity is subjected to a wider range of laws and regulations. Some trends in the political environment include:

1. Increasing legislation to protect companies from each other,
2. Protecting consumers from unfair business practices,
3. Protecting interests of society against unrestrained business behaviour.
4. Changes in government agency, enforcement of new laws and their enforcement will continue or increase.
5. Increased emphasis on ethics and socially responsible actions. Socially responsible firms actively seek out ways to protect the long-run interests of their consumers and the environment. Enlightened companies encourage their managers to look beyond regulations and do the right thing.

Competitive Forces

A critical aspect of today's business activities is the need for companies regardless of the sector to which they belong to gather in-house or hire professionals saddled with the sole responsibility of tracking competitors and assessing the landscape of its businesses on a regular basis. In addition, the benefits that could be derived from such investments can be enormous and these include a clear understanding of the market, better targeting of customers, more direct forecasting of potential for markets, insight to how economic climate impacts upon markets, how to find new customers amongst others (Levy, 2011).

Also, the author further attested that conducting competitive research should be an ongoing process in any business enterprise, be it in-house or through the engagement of consultants, the purpose of which is to deepen brand or company understanding of the strengths and weakness of competitors. Keeping track of who your competitors are, what people are saying about them, and what they are saying themselves can help you differentiate

your business and stay ahead of trends that could impact your business. Staying smart on the competitive landscape helps you make very practical decisions around product development, pricing, promotions, messaging, as well as where you fit in the brand landscape.

Competition helps business to produce standard products by strengthening its capabilities aiming to beat competitors. Yusuff (2011), indicated that the world is characterized by both local and global competitions. Business owners and companies have learnt to stretch their capabilities and imagination to cope with new challenges. The emerging trend has opened up opportunities towards identifying and profitably utilizing new ideas. Marketing research offers the key for profitability and relevance in a highly globalised era when consumers have likewise grown in their expectations. Yusuff further stated that beyond other considerations, it is the consumer's satisfaction that matters to them. In such instance, urgent response from organizations becomes critical if the organization is to maintain and increase its market share. And these changes in the market environment which manifest in the form of change in taste, behaviour or economy can be discovered through research and by retrieving data from customers amongst others.

Competitive research enables you gather empirically substantiated insights and perspectives about your sector which correspondingly provides a robust platform for devising winning strategies and initiatives. It is therefore essential in brand orchestration and brand positioning to achieve the most attractive value proposition to stakeholders. Good research involves good research tools which are able to compare data measurably; the most relevant measures include in-bounds links from the most relevant websites in your niche, social media popularity, your brand on site links (Gbenga, 2011).

Moreover, Vander (2005) indicated that it is important for a business to know who its competitor is, how they do their business and how powerful they are so that they can be on the defense and offensive positions. In competition analysis, Vander emphasized four

techniques which include: determination of competition level, competitive forces, competitor behaviours and competitor strategy.

Determination of competition Levels: business competes on several levels and it is important for them to analyze these levels so that they can understand the demand. Competition is identified on four levels:

Consumer needs: This indicates the level of competition that refers to the needs and desires of consumers. A business should ask what the desires of the consumers are.

General competition: this explains the kind of consumer demand. For instance, do consumers prefer shaving with electric razor or a blade?

Brand competition: this level refers to brand competition, that is, which brands are preferable to a consumer?

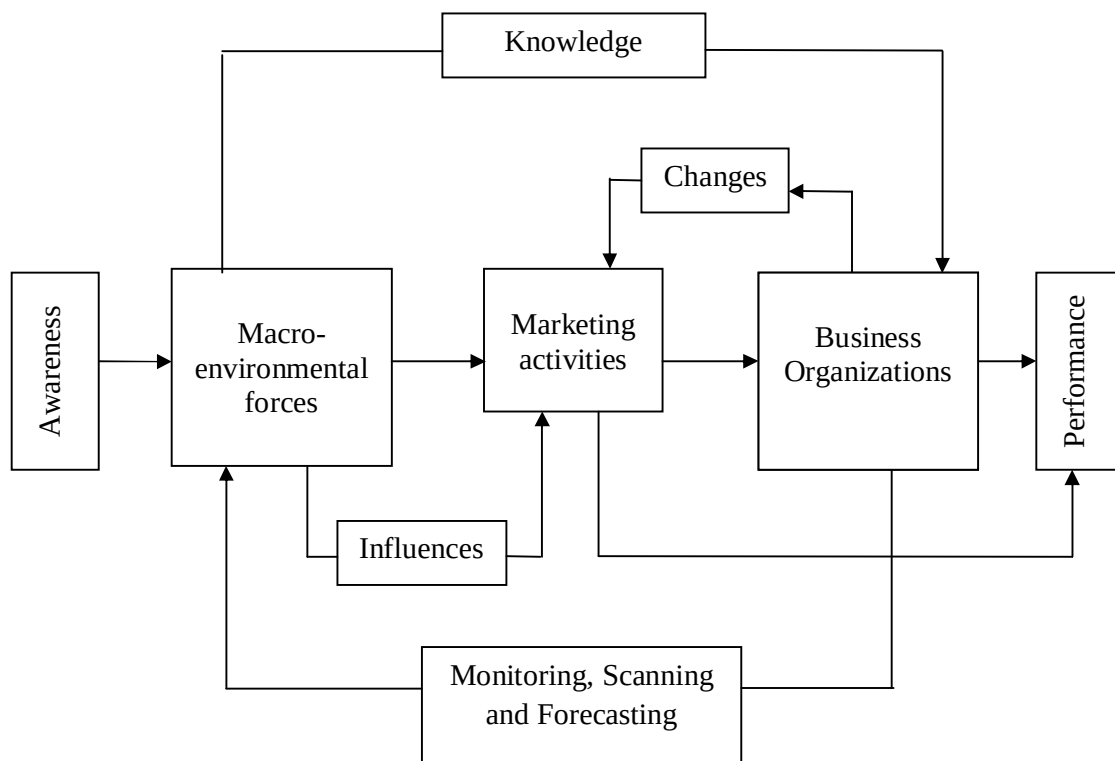
Product competition: this level refers to the type of demand. Thus what types of products do consumers prefer?

Competitive Forces: these are forces that determine the level of competition within a particular market. These are the forces that have to be taken into consideration which include power of competition, threat of new entrants, bargaining power of buyers and suppliers, threat of substitute products and the importance of complementary products.

Competitive Behaviours: These are the defensive and offensive actions of the competition while competitors's strategies refer to how an organization competes with other organizations. And these are: low price strategy product differentiation strategy. Competitive forces are forces that determine the level of competition within a particular market. These are forces that have to be taken into consideration in planning for marketing activities. Such forces includes: power of competition, threat of new entrants, bargaining power of buyers and suppliers, threat of substitute products and importance of complementary products.

Peter (2002) indicated that competition is no doubt an element of the marketing environmental forces. It is unquestionably getting tougher in most industries and many of the weaker players have already been shaken out. Market barriers have fallen with declining tariffs, lower tariffs, transport costs and the speed of real-time. Eroding profit margins and pressures from shareholders are forcing all companies to sharpen their competitiveness and raise their level of performance.

SCHEMATIC DIAGRAM



Source: Designed by the Researcher, 2012

Illustration of the Above Schematic Diagram

The awareness on the influence of macro-environmental forces on the marketing activities will prompt the business operators to study the business environment by monitoring, scanning and forecasting i.e by analyzing the market trends and also understand

its implication on the marketing activities. The knowledge acquired during the monitoring and scanning of the macro-environmental forces will aid the small scale business operators to make changes in their marketing activities plan thereby leading to a better performance.

Theoretical Framework

According to Babbie (2008) theory is a systematic explanation of the observation that relate to a particular aspect of life. Specifically, theories are used in business purposely to understand and predict how and why environmental forces are essential to the business. The purpose of this section is to review theory that is related to this study. There is one theory upon which this study is based: A system theory of business intelligence.

A Systems Theory of Business Intelligence

This theory was propounded by Jerry in the year 2005. Systems theory is one of the main intellectual movements of the 20th century. A systems theory of business intelligence is a style of predicting business surroundings, that is the organizational environment in which it operates and would predict the impact of such environment on the business systems. Theory claimed that organizations are cognitive in dealing with their environment. In order to learn from their experience, organizations collectively need to perform several important cognitive tasks which include: sense and monitor their environment (e.g., using customer and supplier contact channels), relate the information gained from this to the operating norms that guide the business, detect deviations from these norms; and initiate corrective actions when deviations exceed some preset level. If these tasks are done well, a process of cybernetic information exchange is created between the organization and its overall environment.

This theory is related to the present study because the theory emphasizes on the methods business can adopt to overcome the possible menace that could result from unconsciousness of the significance of the environmental factors.

Related Empirical Studies

Many related empirical studies to this study were carried out by many researchers. Adegbite, Ilori, Irefin, Abereijo and Aderemu (2006) conducted a study on evaluation of the impact of entrepreneurial characteristics of the performance of small scale manufacturing industries in Nigeria. The major purpose of the study was to identify the entrepreneurial characteristics and the factors that influence their transaction to optimum business performance. Structured questionnaire was used to collect data from the samples of 100 firms randomly selected among the small scale manufacturing industries. Survey and inferential statistics were used to examine the relationship between contextual variables and business performance. Among the major findings are:

- Human resource factors and the sales revenue were found to be inadequate and severely inhibited the potential of the entrepreneurs for performance and growth.
- Length of years in business and working experience were found to have positive contribution on their performance
- Majority of the Personal entrepreneurial characteristics (PEC) of the respondents made negative contribution on their performance only demanded for efficiency and product quality, information seeking and systematic planning and monitoring had positive impact.

However, this study is related to the present study because the study focus on the entrepreneur characteristics that influence business performance and at the same time the present study also focus on the influence of macro-environmental forces on the marketing

activities of small scale business operators. In conclusion, both studies focus on how entrepreneur characteristics and macro-environmental forces influences the performance of business operators,

Olabisi, Andrew and Adewole (2002) conducted a study on factors affecting small scale business performance in informal economy in Lagos State in Nigeria: A gendered based analysis. The major purpose of study was to examine whether there is difference between factors influencing small scale business performance among the female-owned enterprises and men-owned enterprises. The population used for the study comprised of 50 small scale businesses. Survey questionnaire was used to collect the data from the respondents. Percentages, frequency and chi-square statistical analyses were used to analyze the results. Some of the major findings made from the study are:

- Factors that affect women-owned enterprises are significantly different from factors that affect men-owned business enterprises.
- Most of them had been in the business for 4-6years and most of the businesses are family owned with individuals contributing funding to the establishment of the business.
- That women owned business reveals that role-model/advisor significantly affect their business growth.
- Other factor that affects business performance is inadequate access to financial resources.

This work is related to the present work because it deals with the factors affecting performance of small scale business enterprises. The present study also focus on influence of macro environmental forces on the marketing activities of small scale business enterprises which is also determine to a great extent the performance of small scale business. However,

the sample used for the study is too small for the generalization of the results on the total population compare to the status of area of the study.

Chinoye and Chima (2007) conducted a study on women entrepreneurship in Nigeria: The effect of environmental factors. Purpose of the study was to analyze the effects of environmental factors on women entrepreneurial development. The population used of the study consisted of 250 women entrepreneurs out of which 120 respondents were randomly selected. Descriptive survey research design was adopted for the study and used structured questionnaire was used to collect data from the respondents.

Some of the findings made from the study are:

- That environmental factors play a triggering and supportive role to women entrepreneurial development (WED).
- The self empowerment through: reflection, education, training and development for skills acquisition on computer operations including internet, public speaking, writing, human relations, legal awareness, economic independence should be encouraged among women entrepreneurs.
- The government should make policies that will positively enhance the accessibility of women entrepreneurs to the required fund and help the business support organizations improve their services towards women entrepreneurial development.
- Making available more information on gender issues will also help the implementation of supportive practices and programmes for monitoring and evaluating the challenges facing women entrepreneurs in developing economies and the best way to meet their needs.

This work is related to the present study because it focuses on the environmental effects on the women entrepreneurship whereas the present study focus on influence of macro environmental forces on the small scale business marketing activities. However, the previous

study is a gender biased because it focuses on women entrepreneurship alone; instrument used to analyses data collected was not indicated in the study.

Teerawat, Suranat, Atchara, and Kimaporn, (2009) carried out a research work on factors affecting management of small enterprises in Northeast Thailand. The purpose of the study was to determine the influence of factors affecting management of small enterprises. The population used was 400 entrepreneurs and the collected data were analyzed using factor analysis and multiple regression. The major findings include:

- That the success of small enterprises depends on the following factors: knowledge and skills, performance, technology, owner attitude, motivation, finances and capital, and creativity.
- The survivals of the business depend largely on managerial efficiency.
- If entrepreneurs want to survive in the age of globalization in the current industrial climate, they must adopt management techniques suitable for each situation.

This study is related to the present work because both studies focus on the factors that influence the business activities of small scale business.

Gohari (2007) carried out a study on the effect of e-marketing on the marketing performance of small scale business enterprise: A comparative study between Egypt and the U. K. The main objectives of the study was to develop a theoretical model to understand and interpret the use of the e-marketing by small scale business in the U.K and Egypt and to explore and analyze the level and form of e-marketing used by the Egyptian and British Small scale business enterprises and its contribution to marketing performance as measured by financial and operational performance measures. Data were collected using structured mailed questionnaires and interviews using statistical analyses techniques to analyze the collected data. The major findings of the study were:

- The majority of researchers depended on survey strategy with a percentage of 41.7% and 18.8% of the researchers applied case study, 6% applied exploratory strategy and 3% applied experimental strategy.
- The majority of the researchers depended on questionnaires with a percentage of 60.4% and as 29/6% applied interviews, 6% applied observation and 4% applied focus group.

Narayana (2004) conducted a study on determinants of the competitiveness of small scale industries in India. The purpose of study was to analyze the quality and cost of infrastructure facilities and business environment and their impact on competitive of India's small scale industries (SSIs). The sample used in the used consists of 373 small scale industries. The major findings of the study are:

- Low quality and high cost transport facilities, power, water supply, lack of market information, inadequate credit facility, and low technology have lesser effects on competitiveness of small scale industries in Bangalore region than in other region.
- Extent of delay varies between regions in getting credit sanctioned from banks, getting tax and duty-drawbacks, getting temporary and permanent registration, clearances for exports, and permission for expansion and diversification, power and water connections and clearance from pollution control.

The study is related to the present study because it focuses on the determinants of competition on the small scale industries which is one the specific purposes of the present study.

Summary of the Reviewed of Related Literature

This section presents a summary of reviewed literature in relation to the current study. A comprehensive review of the influence of macro environmental forces on the marketing

activities of small scale business enterprises has been made. It has been indicated that the definition of small scale business has not been constant over time, nevertheless, small scale business has been defined as a business owned, managed, and controlled by a sole proprietor, or partners of about two persons. Also, business product must be marketed before its final objective could be achieved through engagements on various forms of activities. Business marketing activities involves: buying and selling, managing, forecasting, storing, advertising, planning, pricing, conducting research and transportation.

However, business organization does not exist in a vacuum but in an environment which provides resources and limitations. It is the totality of the forces that affect the working of a business organization which includes demographic, economic, social and cultural forces, legal and political forces, technological and competitive forces. Demographic forces are components of population which includes size, density, location, age, sex, race, occupation and other statistics that cannot be manipulated. In addition, demographic forces are essential to small scale business operators because it helps business to determine the products meant for those different demographic groups.

Moreover, The economic environment comprises of salary levels, credit trends, pricing patterns, personal incomes, interest rates etc. therefore, economic forces influences both business activities and consumer decisions. The social and cultural forces also affect customer behaviors which affect the sales of products. It is important for marketers to understand and appreciate the cultural values of environment in which the business operates.

Another aspect of macro environment forces is technology. Through the technological development business has been efficient and effective in the area of recording keeping, data processing, communication, marketing, production control, research and development and in other related activities. Legal and political forces also influence business activities like pricing patterns, labeling, safety, advertising, sales promotion, hoarding of goods,

relationship between competitors and consumers. Also, competitive forces include threat of new entrants, bargaining power of buyers and suppliers, threat of substitute products and importance of complementary products.

The study anchored on the system theory of business intelligence. The theory indicated that proper adaptation to the environmental factors by the business determine to a great extent its survival.

The empirical studies reviewed includes evaluation of the impact of entrepreneurship characteristics of the performance of small scale manufacturing industries, influence factors affecting management of small enterprises, women entrepreneurship in Nigeria, effect of e-marketing on the marketing performance of small scale business enterprise, determinants of competitiveness of small scale industries However, these adopted works have delved into divergent problems plaguing the operation of small scale business enterprises in the country but no work has actually carried out on the awareness of macro environmental forces that influence the marketing activities of small scale business operators in Oyo state. Therefore, this is the gap the study is filling.

CHAPTER III

METHODOLOGY

This chapter presents the methods to be adopted in the study under the following sub-headings: Design of the study, Area of the study, Population of the study, Sample and sampling technique, Instrument for data collection, Validation of the instrument, Reliability of the instrument, Method of data collection, and Method of data analysis.

Design of the Study

The study will adopt descriptive survey design. According to Gall and Borg (2007) survey is a method of data collection using questionnaires or interviews to collect data from a sample that has been selected to represent a population to which the findings of the data analysis can be generalized. Through survey design vital facts about people, their beliefs, opinion, attitudes and behavior can be obtained. This research design is considered appropriate and suitable for this study to solicit information on the awareness of small scale business operators on the influence of macro environmental forces in marketing activities.

Area of the Study

The study was carried out in Oyo state. The state is popularly referred to as the Pace Setter, is one of the constituent 36 States of the Federal Republic of Nigeria. It came into existence with the breakup of the old Western State of Nigeria during the State creation exercise on 3rd February, 1976. The State is divided into three Senatorial Districts of Oyo North, Oyo Central and Oyo South. Oyo State is located in the South West Region of Nigeria. It is bounded partly by Ogun State (Gateway State) in the South, Kwara State (State of Harmony) in the North. To the West, it is bounded partly by Ogun State and partly by the Republic of Benin, while in the East it is bounded by Osun State (State of the Living-Spring).

The state is considered suitable because of the concentration of commercial activities and the researcher's familiarity with the environment.

Population of the Study

The population for the study consists of 119 registered small scale business operators of the three senatorial zones. The figure is obtained from Nigeria Association of Small Scale Industrialists Oyo state (NASSI, 2011). See Appendix E, (pg 124). No sampling was taken as the entire population was studied because of the manageable size of the population.

Instrument for Data Collection

Instrument for data collection for this study was a structured questionnaire developed by the researcher titled: Awareness on the Influence of macro environmental forces in the marketing activities of small scale business enterprises in Oyo state, (IAMEF). The questionnaire items generated were based on the literature reviewed and was divided into two parts; **1 and 2:**

Part I: The instrument contains personal information of the respondents comprising: location, experience and academic qualification of the respondents.

Part 2: The instrument contains 68 items divided into six sections; (A-F). Section A covered research question one which consists of 13 items and was used to determine the level of awareness of small scale business operators on the influence of demographic forces in the marketing activities.

Section B covered research questions two which consists of 12 items and was used to determine the level awareness of small scale business operators on the influence of economics forces in the marketing activities

Section C covered research question three which consists of 12 items and was used to determine the level awareness of small scale business operators on the influence of social and cultural forces in the marketing activities.

Section D covered research question four which consists of 11 items and was used to determine the level awareness of small scale business operators on the influence of technological forces in the marketing activities.

Section E covered research questions five which consists of 10 items and was used to determine the level awareness of small scale business operators on the influence of legal and political forces in the marketing activities.

Section F cover research question six which consists of 10 items and was used to determine the level awareness of small scale business operators on the influence of competitive forces in the marketing activities. The items are structured on a five-point scale using response options of Very Highly Aware (5) Highly Aware (4) Aware (3) Somewhat aware (2) Not Aware (1).

Validation of Instrument

The instrument was face-validated by an expert from Vocational Teacher Education Department (Business Education Unit) University of Nigeria, Nsukka and two lecturers from Emmanuel Alayande College of Education, Oyo, Oyo State. The experts were requested to assess the items of the instrument in terms of clarity and appropriateness in addressing the problem of the study and research questions under investigation. Their comments and corrections were used to restructure and reframe the final draft of the instrument for this study.

Reliability of the Instrument

To establish the reliability of the instrument, the validated instrument was trial tested on 20 small scale business operators from Ogun State which is neighbouring state to the study area. The data obtained from the trial testing was analyzed using Cronbach Alpha to establish internal consistency of the instrument for the study, and a reliability coefficient of 0.87 was obtained. To this effect the instrument is reliable for the study.

Method of Data Collection

A total of 119 copies of the questionnaire were distributed and administered to the respondents in all the three senatorial zones of Oyo state by the researcher with the help of two research assistants.

Method of Data Analysis

The data generated from the instrument was analyzed using mean to answer each of the six research questions while t-test statistic was used to test the hypothesis number one and three and Analysis of variance (ANOVA) was used to test the hypothesis two at 0.05 level of significance. The instrument contained 68 items on a five point rating scale namely: Very Highly Aware (5) Highly Aware (4) Aware (3) Somewhat Aware (2) Not Aware (1). The class boundary for interpreting the results include: Very Highly Aware (4.50 ÷ 5.00), Highly Aware (3.50 ÷ 4.49), Aware (2.50 ÷ 3.49), Somewhat Aware (1.50 ÷ 2.49), Not Aware (1.00 - 1.49).

CHAPTER IV

PRESENTATION AND ANALYSIS OF DATA

In this chapter the data collected from the respondents in answering the research questions and testing the hypotheses for the study are presented and analyzed using the appropriate tools.

Research Question 1

What is the level of awareness of small scale business operations on the demographic forces that influence marketing activities in Oyo State?

To answer this research question, the data generated in section A of the questionnaire were analyzed and presented as shown in Table 1.

Table 1

Mean Responses of the Respondents on the Level of Awareness of Demographic Forces that Influence Marketing Activities.

S/N	Items	$\bar{X}$	SD	Decision
1	Size of the target market has influence on the volume of goods to be produced by the business.	1.78	0.62	Somewhat Aware
2	Population density has influence on the volume of goods to be produced by the business for immediate use.	1.68	0.63	Somewhat Aware
3	Population has influence on the future production of goods for the society.	1.50	0.68	Somewhat Aware
4	Age of the target market has influence on the type of goods to be produced.	1.67	0.67	Somewhat Aware
5	Gender has influence on the production decision.	1.80	0.76	Somewhat Aware
6	Occupation of the consumer has influence on the quality of the goods and services rendered by the business	1.82	0.69	Somewhat Aware
7	Educational background has influence on the tastes and preference of the consumer	1.77	0.71	Somewhat Aware
8	Birthrate has influence on the production of baby materials	1.83	0.62	Somewhat Aware
9	Religious structures have influence on the business to be selective in their production for different people religious group in the society	1.72	0.68	Somewhat Aware
10	Increase in population has influence on the business to increase its volume of production to meet up with human needs	3.04	0.65	Aware
11	Rural-urban shifts have influence on the distribution of goods to the consumers	1.83	0.72	Somewhat Aware
12	Location of the target market has influence on the business in determining the choice of distribution channel	1.86	0.66	Somewhat Aware
13	Lifestyles of the people have influence on the business modes of selling	1.63	0.59	Somewhat Aware

The data presented in Table 1 shows that the degree of awareness of small scale business operators on Demographic forces that influence marketing activities were rated somewhat aware except item 10 which was rated aware. The Means of the items ranged from 1.50 to 1.86 with standard deviation values which ranged from 0.59 to 0.76 showed that the opinions of the respondents were not too far from the mean or from one another in their responses.

Research Question 2

What is the level of awareness of small scale business operations on the economic forces that influence marketing activities in Oyo State?

To answer this research question, the data generated in section B of the questionnaire were analyzed and presented as shown in Table 2.

Table 2**Mean Responses of Respondents on the Level of Awareness of Economic Forces that Influence Marketing Activities.**

S/N	Items	$\bar{X}$	SD	Decision	
1	Level of consumers income has influence on the marketing activities of small scale business	1.87	0.65	Somewhat	Aware
2	Inflation has influence on the marketing programe of small scale business enterprise	2.00	0.80	Somewhat	Aware
3	Bank interest rates have influence on the marketing activities of small scale business	2.08	0.70	Somewhat	Aware
4	Economic prosperous influences small scale business to expand their product offerings to take advantage of increased buying power	2.06	0.72	Somewhat	Aware
5	During the economic recession businesses are influenced to direct their promotional activities towards value and utility	2.02	0.76	Somewhat	Aware
6	Economic recession has influence on planning marketing budgets for small scale business	1.95	0.65	Somewhat	Aware
7	Small scale businesses are positively influenced during the economic recovery to expand their marketing activities	2.00	0.68	Somewhat	Aware
8	Savings of a consumer has influence on the business turnover of small scale business	2.05	0.78	Somewhat	Aware
9	Size of a disposable income of consumers has influence on small scale business activities	2.00	0.72	Somewhat	Aware
10	Unemployment has influence on the marketing activities of small scale business enterprise	1.98	0.65	Somewhat	Aware
11	Rate of tax payment has influence on the business activities	1.91	0.65	Somewhat	Aware
12	Economic forces have influence on small scale business to forecast future demand	1.90	0.65	Somewhat	Aware

In Table 2, all the items on economic forces that influence marketing activities were rated somewhat aware by the respondents. The means of all the items ranged from 1.87 to 2.08. The table also revealed that the standard deviations (SD) of the items are within the range of 0.65 to 0.80 which indicated that the opinions of the respondents were not very far from the mean or from one another in their responses.

Research Question 3

What is the level of awareness of small scale business operations on the social and cultural forces that influence marketing activities in Oyo State?

To answer this research question, the data generated in section C of the questionnaire were analyzed and presented as shown in Table 3.

Table 3

Mean Responses of Respondents on the Level of Awareness of Social and Cultural Forces that Influence Marketing Activities

S/N	Items	$\bar{X}$	SD	Decision
1	Changes in fashion has influence on the consumption of a particular product	3.02	0.74	Aware
2	Social status of the people in the society has influence on the business packaging system	2.26	0.69	Somewhat Aware
3	Religion influences business to its potential customers in a given society	2.12	0.68	Somewhat Aware
4	Social classes in the society have influence in the channel of distribution for the products means for different group in the society	2.02	0.79	Somewhat Aware
5	Customer's educational background has influence on small scale business in improving the quality of their products	2.08	0.69	Somewhat Aware
6	Habits of the consumer have influence on the business activities towards products modification to the like of consumers	3.00	0.86	Aware
7	People's opinion has influence on the small scale business marketing activities	2.08	0.70	Somewhat Aware
8	Languages of the people have influence on the small scale business enterprises	1.99	0.73	Somewhat Aware
9	Cultural values have influence on small scale business Activities	2.15	0.67	Somewhat Aware
10	Family systems have influence on the business in the production of goods meant for family consumption	2.03	0.67	Somewhat Aware
11	Beliefs of society have influence on the business in the choice of raw materials used for the production	2.08	0.63	Somewhat Aware
12	Lifestyles of the people have influence on the sale strategies of small scale business enterprises.	1.94	0.66	Somewhat Aware

The data presented in Table 3 shows that the degree of awareness of small scale business operators on social and cultural forces that influence marketing activities were rated somewhat aware except item 1 and 6 which were rated aware. The Means ranged from 1.94 to 2.15. The respondents were also close in their opinion as evidenced from the standard deviation which ranged from 0.63 to 0.86.

Research Question 4

What is the level of awareness of small scale business operations on the technological forces that influence marketing activities in Oyo State?

To answer this research question, the data generated in section D of the questionnaire were analyzed and presented as shown in Table 4.

Table 4

Mean Responses of Respondents on the Level of Awareness of Technological Forces that Influence Marketing Activities

S/N	Items	$\bar{X}$	SD	Decision	
1	Use of computers in recording keeping of business transaction have influence on business efficiency	1.82	0.60	Somewhat	Aware
2	Adoption of automated machine has influence on the business production capacity of small scale business	2.26	0.71	Somewhat	Aware
3	Technology has influence on the business by having assess to a useful information within and outside the business organization	2.21	0.66	Somewhat	Aware
4	Technology has influence on the managerial knowledge of small scale business in designing and development of goods and services	2.00	0.78	Somewhat	Aware
5	Technology has influence on the modes of products packaging of the small scale business	2.04	0.61	Somewhat	Aware
6	Technologies have influence on the business on the modes of products advertisements	2.10	0.76	Somewhat	Aware
7	Business technological awareness has influence on the environmental control	2.06	0.67	Somewhat	Aware
8	Technology influences small scale business competitive strength with bigger industries in terms of quality of products offerings	1.99	0.67	Somewhat	Aware
9	Businesses are influenced by the technologies to modify the old products to meet up with consumer preferences	1.90	0.71	Somewhat	Aware
10	Constant technological changes have influence on business in the introduction of new product into the markets	2.01	0.62	Somewhat	Aware
11	Technology has influence on the rate of decision making in the business organization	2.01	0.63	Somewhat	Aware

In Table 4, all the items on technology forces that influence marketing activities were rated somewhat aware by the respondents. The Means of all the items ranged from 1.82 to

2.26. The standard deviation values which ranged from 0.60 to 0.78 showed that the opinions of the respondents were not very far from the mean or from one another in their responses.

Research Question 5

What is the level of awareness of small scale business operations on the political and legal forces that influence marketing activities in Oyo State?

To answer this research question, the data generated in section E of the questionnaire were analyzed and presented as shown in Table 5.

Table 5

Mean Responses of Respondents on the Level of Awareness of Political and Legal Forces that Influence Marketing Activities

S/N	Items	$\bar{X}$	SD	Decision
1	Government regulations have influence on the standard of product by stipulating weight, quality, size to be conformed by the business	1.79	0.56	Somewhat Aware
2	Government regulations have influence on the labelling and safety of the product of small scale business	2.22	0.70	Somewhat Aware
3	Business laws have influence on the business modes of advertising by curbing false advertisement	2.03	0.66	Somewhat Aware
4	Business laws have influence on how business relates to each other	3.01	0.92	Aware
5	Business laws have influence on how business relates to the consumers	3.07	0.94	Aware
6	Business laws have influence on business pricing system by putting ceiling on the prices of controlled products	2.05	0.71	Somewhat Aware
7	Government regulations have influence on the prevention of sales of contaminated products	1.99	0.64	Somewhat Aware
8	Regulatory environment has influence on the protection of consumer from unfair business practices by ensuring safety of consumers	1.99	0.65	Somewhat Aware
9	Business packaging system are influenced by the government laws	1.89	0.63	Somewhat Aware
10	Government level of exchange rate has influence on the business activities	1.82	0.57	Somewhat Aware

The data presented in Table 5 shows that the degree of awareness of small scale business operators on Political and legal forces that influence marketing activities were rated somewhat aware except items 4 and 5 were rated aware. The Means ranged from 1.70 to 1.99. The respondents were also close in their opinion as evidenced from the standard deviation which ranged from 0.56 to 0.94.

Research Question 6

What is the level of awareness of small scale business operations on the competitive forces that influence marketing activities in Oyo State?

To answer this research question, the data generated in section F of the questionnaire were analyzed and presented as shown in Table 6.

Table 6**Mean Responses of Respondents on the Level of Awareness of Competitiveness Forces that Influence Marketing Activities**

S/N	Items	$\bar{X}$	SD	Decision	
1	Competitive forces have influence on the business to hire professionals saddled with the role of responsibility	3.24	0.68	Aware	
2	Competitive forces have influence on the assessment of business performance on a regular basis	1.95	0.74	Somewhat Aware	
3	Businesses are influenced by the competition from other businesses to under the market environment	1.89	0.64	Somewhat	Aware
4	Competitive forces have influence on business to know the strength and weakness of competitors through constant research	1.78	0.65	Somewhat	Aware
5	Competitive forces have influence on the business to stretch their capabilities and imagination to cope with new challenges	1.81	0.68	Somewhat	Aware
6	Competitive have influence on the business to device winning strategies and initiatives through competitive research	2.01	0.59	Somewhat	Aware
7	Competitive forces have influence on the business enterprise to emphasize more of the customer satisfaction in their marketing activities	1.95	0.65	Somewhat	Aware
8	Competitive forces have influence on the business to increase the quality of its brand to overcome the threat of substitute goods	3.07	0.85	Somewhat	Aware
9	Competition has influence on business price strategy	1.84	0.67	Somewhat	Aware
10	Competitive forces have influence on the business activities by increasing their level of performance	1.83	0.57	Somewhat	Aware

The data presented in Table 6 shows that the degree of awareness of small scale business operators on Competitiveness forces that influence marketing activities were rated somewhat aware except items 1 and 8 which were rated aware. The Means ranged from 1.78 to 1.95. The standard deviations values which ranged from 0.59 to 0.85 showed that the opinions of the respondents were not too far from the mean or from one another in their responses.

Hypotheses Testing

Null Hypothesis (H_{01})

There is no significant difference between the mean responses of urban and rural small scale business operators on the level of awareness of economic forces that influence marketing activities in Oyo state.

To test this hypothesis, data extracted from Appendix C were used and the results presented in Table 7.

Table 7

Two-tailed t-test Result of the Mean Responses of Urban and Rural Small Scale Business Operators on the Level of Awareness of Economics Forces that Influence Marketing Activities.

S/N	Items	$\bar{X}_1$	SD ₁	$\bar{X}_2$	SD ₂	t-cal	Decision
1	Level of consumers income has influence on the marketing activities of small scale business	1.84	0.65	1.91	0.66	-0.51	Not Sig
2	Inflation has influence on the marketing programe of small scale business enterprise	2.02	0.79	1.97	0.82	0.32	Not Sig
3	Bank interest rates have influence on the marketing activities of small scale business	2.09	0.69	2.06	0.74	0.22	Not Sig
4	Economic prosperous influences small scale business to expand their product offerings to take advantage of increased buying power	2.10	0.67	2.00	0.78	0.80	Not Sig
5	During the economic recession businesses are influenced to direct their promotional activities towards value and utility	2.05	0.77	1.97	0.74	0.53	Not Sig
6	Economic recession has influence on planning marketing budgets for small scale business	1.94	0.64	1.97	0.68	-0.26	Not Sig
7	Small scale businesses are positively influenced during the economic recovery to expand their marketing activities	2.05	0.68	1.93	0.67	0.93	Not Sig
8	Savings of a consumer has influence on the business turnover of small scale business	2.09	0.80	2.00	0.76	0.64	Not Sig
9	Size of a disposable income of consumers has influence on small scale business activities	1.93	0.73	2.10	0.70	-1.30	Not Sig
10	Unemployment has influence on the marketing activities of small scale business enterprise	2.05	0.62	1.86	0.68	1.5	Not Sig
11	Rate of tax payment has influence on the business activities	2.01	0.63	1.76	0.67	2.06	Sig
12	Economic forces have influence on small scale business to forecast future demand	1.93	0.63	1.86	0.68	0.50	Not Sig
Overall		2.01	0.29	1.95	0.30	1.50	Not Sig

Key: S = Variance of Urban small scale business operators

S = Variance of Rural small scale business operators

X = Mean of Urban small scale business operators

X = Mean of Rural small scale business operators

Df = 117

P = 0.05

t-table = 1.98

S= Significant

NS= Not Significant

Table 7 revealed that the overall value of calculated t-values was 1.50 which was less than t-table value of 1.98 at 0.05 level of significance and at 117 degree of freedom (df). Therefore, the null hypothesis of no significant difference between the mean response of rural and urban small scale business operators on level of awareness on economic forces that influence marketing activities in Oyo state was accepted. As such from the analysis it can be inferred that rural and urban small scale business operators shares identical opinion.

Hypothesis (H₀₂)

There is no significant difference in the mean responses of small scale business operators on the level of awareness of technological forces the influence marketing activities with respect to their year of experience.

To test this hypothesis, data extracted from Appendix C were used and the results presented in Table 8.

Table 8

Analysis of Variance (ANOVA) on the Mean Responses of Small Scale Business Operators on the Technological Forces That Influence Marketing Activities.

N/S			Sum of Squares	Df	Mean Square	F	Sig.
1	Use of computers in recording keeping of business transaction have influence on business efficiency	Between Groups	1.558	2	.779		
		Within Groups	41.736	116	.360	2.165	.119
		Total	43.294	118			
2	Adoption of automated machine has influence on the business production capacity of small scale business	Between Groups	.719	2	.360		
		Within Groups	60.205	116	.519	.693	.502
		Total	60.924	118			
3	Technology has influence on the business by having access to a useful information within and outside the business organization	Between Groups	1.337	2	.669		
		Within Groups	50.410	116	.435	1.539	.219
		Total	51.748	118			
4	Technology has influence on the managerial knowledge of small scale business in designing and development of goods and services	Between Groups	1.397	2	.699		
		Within Groups	70.603	116	.609	1.148	.321
		Total	72.000	118			
5	Technology has influence on the modes of products packaging of the small scale business	Between Groups	.136	2	.068		
		Within Groups	44.654	116	.385	.177	.838
		Total	44.790	118			
6	Technologies have influence on the business on the modes of products advertisements	Between Groups	.659	2	.329		
		Within Groups	68.131	116	.587	.561	.572
		Total	68.790	118			
7	Business technological awareness has influence on the environmental control	Between Groups	.468	2	.234		
		Within Groups	52.994	116	.457	.512	.601
		Total	53.462	118			
8	Technology influences small scale business competitive strength with bigger industries in terms of quality of products offerings	Between Groups	.107	2	.053		
		Within Groups	52.885	116	.456	.117	.889
		Total	52.992	118			
9	Businesses are influenced by the technologies to modify the old products to meet up with consumer preferences	Between Groups	.911	2	.456		
		Within Groups	59.072	116	.509	.895	.411
		Total	59.983	118			
10	Constant technological changes have influence on business in the introduction of new product into the markets	Between Groups	.414	2	.207		
		Within Groups	45.552	116	.393	.528	.591
		Total	45.966	118			
11	Technology has influence on the rate of decision making in the business organization	Between Groups	.974	2	.487		
		Within Groups	46.992	116	.405	1.203	.304
		Total	47.966	118			
Overall		Between Groups	.139	2	.069		
		Within Groups	6.467	116	.056	1.243	.292
		Total	6.606	118			

The data in Table 8 show the analysis of the ANOVA used in testing the significant difference between the mean responses of small scale business operators on the level of awareness of technological forces that influence marketing activities with respect to their year of experience. From the F-ratio distribution, the critical value of F with 2 and 116 degree of freedom at 0.05 level of significance is 4.82. Since the overall computed value of 1.24 is less than the critical value of 4.82, we have good reason to accept the null hypothesis. As such from the analysis it can be inferred that small scale business operators shares identical opinion.

Hypothesis (H₀₃)

There is no significance between the mean responses of graduates and non-graduates small scale business operators on the level of awareness of competitiveness forces that influence marketing activities in Oyo state.

To test hypothesis 3, data extracted from Appendix C were used and the results presented in Table 9.

Table 9

Two-tailed t-test Result of the Mean Responses of Graduate and Non-graduate Small Scale Business Operators on the Level of Awareness of competitiveness Forces that Influence Marketing Activities.

S/N	Items	$\bar{X}_1$	SD ₁	$\bar{X}_2$	SD ₂	t-cal	Decision
1	Competitive forces have influence on the business to hire professionals saddled with the role of responsibility	3.14	0.66	3.39	0.70	-2.00	Not Sig
2	Competitive forces have influence on the assessment of business performance on a regular basis	1.95	0.74	1.95	0.74	-0.00	Not Sig
3	Businesses are influenced by the competition from other businesses to under the market environment	1.90	0.63	1.89	0.66	0.04	Not Sig
4	Competitive forces have influence on business to know the strength and weakness of competitors through constant research	1.76	0.64	1.81	0.67	-0.42	Not Sig
5	Competitive forces have influence on the business to stretch their capabilities and imagination to cope with new challenges	1.85	0.68	1.75	0.69	0.84	Not Sig
6	Competitive have influence on the business to device winning strategies and initiatives through competitive research	2.01	0.57	2.02	0.63	-0.06	Not Sig
7	Competitive forces have influence on the business enterprise to emphasize more of the customer satisfaction in their marketing activities	1.95	0.68	1.95	0.61	-0.00	Not Sig
8	Competitive forces have influence on the business to increase the quality of its brand to overcome the threat of substitute goods	3.04	0.86	3.12	0.84	-0.51	Not Sig
9	Competition has influence on business price strategy	1.77	0.59	1.95	0.77	-1.47	Not Sig
10	Competitive forces have influence on the business activities by increasing their level of performance	1.74	0.52	1.95	0.61	-2.00	Not Sig
	Overall	2.11	0.24	2.18	0.25	-1.47	Not Sig

Table 9 revealed that the overall value of calculated t-values was -1.47 which was less than t-table value of 1.98 at 0.05 level of significance and at 117 degree of freedom (df). Therefore, the null hypothesis of no significant difference between the mean response of graduate and non-graduate small scale business operators on level of awareness on competitive force influence marketing activities in Oyo state was upheld. As such from the analysis it can be inferred that graduate and non-graduate small scale business operators shares identical opinion.

Findings of the study

The following findings emerged from the study based on the research questions and hypotheses.

1. It was found that small scale business operators in Oyo state were somewhat aware the influence of the following demographic forces on the marketing activities: size of the target market ($\bar{X} = 1.78$), population density ($\bar{X} = 1.68$), age of the target market ($\bar{X} = 1.69$), gender ($\bar{X} = 1.80$), Occupation ($\bar{X} = 1.82$), Educational background ($\bar{X} = 1.77$), birthrate ($\bar{X} = 1.83$), Religion ($\bar{X} = 1.72$), Rural-urban draft ($\bar{X} = 1.83$), Location of the target ($\bar{X} = 1.86$), lifestyles of the target market ($\bar{X} = 1.63$), except on increase in population ($\bar{X} = 3.04$) which was rated aware.
2. It was found that small scale business operators in Oyo state were somewhat aware that the following economic forces influence marketing activities: consumer income ($\bar{X} = 1.87$), Inflation ($\bar{X} = 2.00$), Bank interest rate ($\bar{X} = 2.08$), economic prosperous ($\bar{X} = 2.06$), economic recession ($\bar{X} = 2.02$), economic recovery ($\bar{X} = 2.00$), savings ($\bar{X} = 2.05$), size of a disposable income ($\bar{X} = 2.00$), Unemployment ($\bar{X} = 1.98$) and rate of tax payment ($\bar{X} = 1.91$).
3. It was found that the level of awareness of small scale business operators in Oyo state on the influence of the following social and cultural forces on marketing activities were rated somewhat aware: social status of the people ($\bar{X} = 2.26$), religion ($\bar{X} = 2.12$), social classes in the society ($\bar{X} = 2.03$), people's opinion ($\bar{X} = 2.08$), Languages of the people ($\bar{X} = 1.99$), cultural values ($\bar{X} = 2.15$), and beliefs of society ($\bar{X} = 2.08$), except on the changes in fashion ($\bar{X} = 3.00$) and habits of the consumer ($\bar{X} = 3.00$).

4. It was found that small scale business operators in Oyo state were somewhat aware that technology has influence on the following marketing activities: record keeping ($\bar{X}=1.82$), production capacity ($\bar{X}= 2.26$), assess to useful information ($\bar{X}= 2.21$), designing and product development ($\bar{X}=2.10$), business competitive strength ($\bar{X}= 1.99$), Introduction of new product ($\bar{X}= 2.02$), and rate of decision making ($\bar{X}= 2.02$).
5. It was found that small scale business operators in Oyo state were somewhat aware the influence of political and legal forces on the following marketing activities: product standard ($\bar{X}= 1.80$), labeling and safety of the product ($\bar{X}= 2.23$), modes of advertisement ($\bar{X}= 2.03$), prevention of sales of contaminated products ($\bar{X}= 2.00$), unfair business practices ($\bar{X}= 1.99$), packaging system ($\bar{X}= 1.89$) and exchange rate ($\bar{X}= 1.82$), except on the following which were rated aware: how business relates to each other ($\bar{X}= 3.02$), and how business relate to consumers ($\bar{X}= 3.07$).
6. It was found that small scale business operators in Oyo state were somewhat aware the influence of competitive forces on the following marketing activities: assessment of business performance ($\bar{X}= 1.96$), strength and weakness of competitors ($\bar{X}= 1.78$), increase in capacity and imagination to cope with new challenges($\bar{X}= 1.82$), constant device of wining strategies and initiatives ($\bar{X}= 2.02$), emphasize on customer satisfaction ($\bar{X}= 1.96$), pricing strategy ($\bar{X}= 1.85$), and increasing in the level of performance ($\bar{X}= 1.83$). except on the following which were rated aware: hiring professionals ($\bar{X}= 3.24$) and increase in the quality of goods ($\bar{X}= 3.08$)

7. It was found that there was no significant difference between the mean response of urban and rural small scale business operators in Oyo state on the level of awareness on the economic forces that influence marketing activities.
8. It was found that there was no significant difference in the mean response of small scale business operators in Oyo state on the level of awareness on the technological forces that influence marketing activities with respect to their years of experience.
9. It was found that there was no significant difference between the mean response of graduate and non-graduate small scale business operators in Oyo state on the level of awareness on the competitiveness forces that influence marketing activities.

Discussion of Findings

In this section the findings are discussed under sub-headings as follows:

Demographic Forces

The findings of the study revealed that small scale business operators were somewhat aware on the influence of the following demographic forces on the marketing activities in Oyo state: size of the target market, population density, age of target market, gender, occupation, educational background, birth rate, religious structures, rural and urban drifts, location and lifestyles. Demography is the study of human population in terms of size, density, location, age, sex, race, occupation and other statistics. According to Kotler and Armstrong (2006) argued that a detailed understanding of the size of the market and location structures, and trends of the population is a fundamental importance to the marketing planner. In view of this, marketers must understand the diversity with the nature of the market with respect to geographical location, income, marital status, mobility and self care. In the same vein, Agbonifoh, Ogwo and Nnolin (2004) indicated that apart from the numerical strength of

a country's population, its distribution by geography, age, income, occupation, ethnic groups and educational qualification is important.

Economic Forces

The result of the findings in Table 2 revealed that small scale business operators in Oyo state were somewhat aware on how following economic forces influence marketing activities: consumer's income, inflation, interest rates, economic prosperous, economic recession, economic recovery, savings, disposable income, unemployment and rate of tax. The study of economic environment is essential for business performances. Osunkeye (1998) expressed that economic environment is the mother of all categorizations of the environment. It includes the nature of the prevailing economic system and the general state of the economy consisting of some set of variables such as real income, inflationary rate, savings, credit availability, interest, consumer disposable income and expenditure pattern, monetary and fiscal policies, and infrastructures. In order to ensure business viability, the business should be acquainted with the economic forces and be able to make intelligent use of these variables in identifying the strength, weakness, opportunities and threats and possible strategies to adopt in order to achieve the business goals and objectives.

Also, William and McCarthy (2002) stressed that marketing manager must watch the economic environment carefully because economy influences total amount of money available to customers and businesses to make purchases. It affects the level of income consumers retain to spend on themselves and has an impact on the amount of profit and cash that business generate, thereby influencing the ability and willingness of individuals and organizations to perform transaction to acquire the goods and services they want. Those are some of issues that marketers should watch closely if they are to make relevant and timely decision about their products and services and the markets that they should serve. In the view of Elizabeth and Terry (2011) economic environment is a significant force that affects the

marketing activities of just about any organization, the authors also claimed that inflation as economic forces is a rise in price of goods and services when prices rise at a faster rate than personal incomes, consumer's buying declines. It also affects government policies, consumer psychology and marketing programmes.

Social and Cultural Forces

The result of the findings in Table 3 revealed that small scale business operators in Oyo state aware that changes in fashion and habits of consumers influence marketing activities while they were somewhat aware on the influence of the following: social status, religion, social class, people's opinion, languages, values and belief in the society. Social and cultural forces are the most difficult variable to predict and it is important for marketers to understand and appreciate the cultural values of environment in which they operate. This is in line with William and McCarthy (2002) agreement who stated that a marketing manager cannot afford to take the cultural and social environment for granted most especially religion, people's opinion, values and belief of the society. Also, Agbonifoh, Ogwo and Nnolin (2004) indicated that marketing is conducted within a social-cultural milieu, social ties, cultural beliefs, and norms that govern individual behavior. A societal reaction to a new product could be instrumental to its success and it could be fatal. In designing promotional and distributional packages, knowledge of the social and cultural life of the target market could be immensely useful. In addition, Edna and Eboh, (2011) stated that social environmental factors are made up of the attitude, languages, religion general education attainment and philosophy of a group or society. A shift in attitudes will always have an impact on the kind and desire of products the consumer demands because no business can survive if it produces goods that are against the belief system of the environment it operates in.

Technological Forces

The result of the findings in Table 4 revealed that small scale business operators in Oyo state were somewhat aware that technological forces influence the following marketing activities: record keeping , production capacity, access to useful information, designing and product development, business competitive strength, Introduction of new product, and rate of decision making. The technological environment refers to new technologies which create new product and market opportunities. Organizations need to be aware of new technologies in order to turn these advances to opportunities and a competitive edge (Thompson, 2002). Also, Anyanwu (2000) confirmed that technology affects marketing areas besides product development most especially the emergence of computers has revolutionized the way the goods reach consumers.

Technological development is very important in business because through the invention of computer marketing has improved most especially in the area of record keeping, data processing, communication, marketing, production control, research and development and in other related activities. Also, production capacity of business organizations, managerial efficiency have been positively affected through the use of automated machine. This is in consonance with Osuala (1998) opinion who stated that technology advances man's capacity to produce or to change man's level of living. The technological advances also ease the marketer's job because with the invention of various electronic media such as the television, radio, internet advertising has been greatly revolutionized.

Legal and Political Forces

The result of the findings in Table 5 revealed that small scale business operators in Oyo state aware that business laws influences how businesses relate to each other and to the consumers while they were somewhat aware the influences of legal and political forces on the

following marketing activities: product standard, labeling and safety of the product, modes of advertisement, prevention of sales of contaminated products, unfair business practices, packaging system and exchange rate. The survival of a business is determined greatly by the political climate in which business operates because political arena has a huge influence upon the company's regulations and the spending power of consumers and other businesses marketing decisions. This is in line with William and Ferrel (2007) who expressed that political forces of the marketing environment have the potential to influence marketing decisions and strategies. Also, Osuala, (1998) expressed that product, pricing, labeling and safety, relationship with competitors are some of the areas that are subjected to some governmental regulation. In addition, Kotler and Amstrong (2006) expressed that marketing decisions are typically affected in a variety of ways by developments in the political and legal environment. It is important for small scale business operators to be aware not just of the situation in their immediate markets, but also of how legislation might develop in order to restrict marketing practice.

Competitive Forces

The result of the findings in Table 6 revealed that small scale business operators in Oyo state aware that competition among the businesses leads to hiring of professionals who can handle perfectly the treat of competition and increase in the quality of products while they were somewhat aware the influence of the competitive forces on the following marketing activities: assessment of business performance, strength and weakness of competitors, increase in capacity and imagination to cope with new challenges, constant device of wining strategies and initiatives, emphasize on customer satisfaction, pricing strategy, and increasing in the level of performance.

A critical aspect of today's business activities is the need for companies regardless of the sector to which they belong to gather in-house or hire professionals saddled with the sole responsibility of tracking competitors and assessing the landscape of its businesses on a regular basis. Yusuff (2011) indicated competition helps business to produce standard products by strengthening its capabilities aiming to beat competitors and also help business in strengthening their capability and imagination to cope with new challenges. In agreement with Vander (2005) opinion it is important for a business to know who its competitors is, how they do their business and how powerful they are so that they can be on the defensive and offensive position. In addition, competitors forces that have to be taken into consideration in planning for marketing activities such force includes: power of competition, threat of new entrants, bargaining power of buyers, and threat of substitute product.

There was no significant difference between the mean responses of urban and rural small scale business operators in Oyo state on the level of awareness economic forces that influence marketing activities. The implication of this finding is that location of the respondents did not significantly affect their opinion.

There was no significant difference in the mean responses of small scale business operators in Oyo state on the level of awareness on the technological forces that influence marketing activities with respect to their years of experience. The implication of this finding is that the experience of the respondents did not significantly affect their opinion or their responses are similar.

There was no significant difference between the mean responses of graduate and non-graduate small scale business operators in Oyo state on the level of awareness on the competitiveness forces that influence marketing activities. The implication of this finding is that the academic qualification of the respondents of respondents did not significantly affect their opinion.

CHAPTER V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter contains the restatement of the problem, summary of procedures used, the principal findings of the study, implications of the study, conclusion, recommendations and suggestions for further study.

Re-Statement of the Problem

It is understood that an organization and its environment are interdependent. The organization depends upon its existence. If the organization is to remain prosperous, the organization must continually adapt to its environment which is constantly changing; failure to adapt to the environment is a major cause of organization failure (Stoner, Freeman, and Gilbert, 2000). Moreover, the development of small scale enterprises is a core governmental policy concerned purposely to raise economic growth, providing employment opportunities and provision of essential goods and services. It is obvious that small scale businesses especially in Oyo state have contributed immensely to the economic growth of the state most especially in the area of employment creation, poverty reduction, improving standard of living.

However, despite the above contribution, small scale businesses are still performing below expectation due to the low level of awareness of the small scale business operators to adopt marketing skills needed for proper and adequate monitoring of business environmental forces like demography, economic, societal and cultural force, technological changes, legal and political forces and competitive forces by the small scale business operators for better and effective business activities. Some of these business enterprises produce below their maximum capacity due to the low patronage of their product by the consumers. Many of the small scale business enterprises have closed down because of the low turnover on the investment which also makes it more difficult for them to pay the salary of their workers

promptly. Most of the businesses in the state are operating at a cost below the total cost due to their lack of awareness to take into consideration the significant of macro-environmental forces in the business activities. Hence, there is need to study the level of awareness of small scale business operators on the macro-environmental that influence marketing activities in Oyo state. Specifically, the study sought six objectives; Six research questions were answered in the study while three hypotheses were tested at 0.05 level of significance.

To address this problem, therefore, the following specific objectives were pursued: Specifically, the study determined the level of awareness of small scale business in Oyo state on:

1. The demographic forces that influence marketing activities in Oyo state.
2. The economic forces that influencing marketing activities in Oyo State.
3. The societal and cultural forces that influencing marketing activities in Oyo State.
4. The technological forces that influencing marketing activities in Oyo State.
5. The political and legal forces that influencing marketing activities in Oyo State.
6. The competitive forces that influencing marketing activities in Oyo State.

Summary of the Procedures Used

The descriptive survey design was adopted for this study. The population for the study was 119 small scale business operators in Oyo state. The entire population was used for the study because of its manageable size. A questionnaire (IAMEF) consisting of 68 items was developed and used for data collection. The face validity of the research instrument was determined by three experts while the reliability of the instrument was obtained from the response of 20 small scale business operators in Ogun state, which were not part of the area under study. Cronbach alpha method was used to determine the internal consistency of the instrument. A total of 119 copies of the (IAMEF) questionnaire were administered to the

respondents by the researcher and with the help of two research assistants. The completed questionnaires were collected after the interval of one week. The data collected were analyzed using mean for answering the six research question while t-test statistic was used to test the hypotheses 1 and 3; and ANOVA was used to test the hypothesis 2 at 0.05 level of significance.

Summary of Findings

Based on the data analyzed, the findings of the study are summarized as follows:

1. There is a clear indication in Oyo state that small scale business operators do not possess adequate knowledge on the demographic forces that influence marketing activities.
2. It is also discovered that small scale business operators in Oyo state do not possess much required knowledge on the economic forces that influence marketing activities in Oyo state.
3. Small scale business operators do not monitor properly social and cultural forces that influence marketing activities in Oyo state due to their low level of awareness.
4. Small scale business operators in Oyo state do not have enough knowledge required in technology for better business activities.
5. Small scale business operators do not possess much knowledge on the political and legal forces that influence marketing activities in Oyo state.
6. Small scale business operators in Oyo state do not have appropriate awareness on the competitive forces that influence marketing activities.
7. There was no significant difference between the mean responses of urban and rural small scale business operators in Oyo state on the level of awareness on the economic forces that influence marketing activities.

8. There was no significant difference in the mean responses of small scale business operators in Oyo state on the level of awareness on the technological forces that influence marketing activities with respect to their years of experience.
9. There was no significant difference between the mean responses of graduate and non-graduate small scale business operators in Oyo state on the level of awareness on the competitiveness forces that influence marketing activities.

Implications of the study

From the result of the data analysis, interpretation and discussion, some important implications of the study have emerged. It is evident that the study has implications for lecturers of business education to give more emphasis while teaching in the class on the significant of the macro-environmental forces business activities. Providing awareness on these macro-environmental forces by the lecturers will aid students to carry out business successfully upon their graduation.

The findings of this have implications for small scale business operators. These business operators will see it important to acquire necessary skills needed for proper and adequate monitoring business environment in order to achieve maximally the objectives of the business.

The findings also have implications for government. It is their responsibility to organize a forum periodically by which small scale business operators and government agent will meet for discussions on changes in the law that relates to business so as reduce to the barest minimum the violation of business law by the small scale business operators.

The findings of the study have implication for the general public in the state. It is also the responsibility of the general public to make prompt complaint to the concerned governmental agents upon discovery and unscrupulous business practices by the business

operators in the state. This will help organizations by keeping to the appropriate business norms and the general public by purchasing standard products.

Conclusion

Based on the findings of the study, the following conclusions were drawn:

It is concluded that that small scale business operators in Oyo state somewhat aware the influence of the following macro-environmental forces on the marketing activities: Demographic forces, economic forces, social and cultural forces, technological forces, political and legal forces and competitiveness forces. Therefore, small scale business operators require proper and adequate awareness on macro-environmental forces in order to adopt marketing skills which includes marketing research, environmental scanning and analysis, forecasting, market segmentation, marketing planning and control for better an effective market environmental analysis in order to adopt marketing skills required for better and effective business operations. It is hoped that if small scale business operators are well aware of the influence of these macro-environmental forces and proper steps are taken while planning it will go a long way in helping business to be effective in achieving the objectives for which it's being established most especially in the area of profit maximization and job creation.

Recommendations

Based on the findings of the study and the conclusions made the following recommendations were made:

- Seminars and workshops should be organized annually by the small scale business operators for improving and updating their knowledge about the significant of macro-environmental forces.

- Relevant information should be given by the government through relevant agencies to the small business operators the changes in the business laws which may have significant effect on the business activities.
- Qualified and well grounded business administrators who can handle successfully the risk involved in the business environment should be employed by the small scale business operators.
- Small scale operators should familiar themselves to the relevant business materials like newspaper, magazine, business books and internet materials.

Suggestions for Further Study

The following suggestions were made for further research:

- Information and Communication technology competencies needed for effective business operation as perceived by small scale business operators in Oyo State.
- Technical and communication skills needs for effective business operation in Oyo State.
- Factors affecting small scale business performance in Oyo State.
- Determinants of small and medium enterprises (SMEs) success in Oyo State.
- Marketing competencies perceived by business education lecturers as required for success of students in managing small scale enterprises in Oyo State.

References

- Abiodun, F. (2011). *Small and medium scale enterprise in Nigeria: The problems and prospects*. Ibadan: University Press.
- Ade, A. S. (2000). *Fundamental of marketing*. Ibadan: Paramount Books Ltd.
- Adegbite, S. A., Ilori, M. O., Irefin, I. A., Abereijo, I. O., & Aderemu, H. O. (2006). *Evaluation of the impact of enterprises. Journal of Asia Entrepreneurship and sustainability*, 3(1), 2-3.
- Agbonifoh, B. A., Agbadudu, A. B., & Iyayi, F. O (2005). *Management: A Nigerian perspective*, Lagos: Malthouse Press Limited.
- Agbonifoh, O. E., Ogwo, S. O., & Nnolin, D. A. (2004). *Marketing in Nigeria*. Aba: Afritowers Ltd.
- Aina, S. A. & Salako, B. A. (2007). *Entrepreneurship and ventures management*. Ibadan: De-Tas Publishers Ltd.
- Anyawu, A. (2000). *Dimensions of marketing*. Imo: Avan Global Publications.
- Ayozie, O. (ss2001). *A Handbook on small scale business for national diploma student*. Ilaro: Danayo Inc.
- Babbie, E. (2008). *The practices of social research (10th ed.)*. Balmont: C. A. Thompson
- Baker, M. J. (2004). *Marketing strategy and management*. London: The Macmillan Press Ltd.
- Baron, R. A., Scott, A., & Shane, S. A. (2005). *Entrepreneurship. Thompson Corporation South-West Journal*, 12(21), 8-13.
- Chinoye, L. E (2004). *Entrepreneurship. A conceptual approach*, Lagos: Concept Publications Limited.
- David, M. (2005). *Increased productivity can depress job growth*. London: Virginian Press
- Donella, H. (2006). *The limits to growth*. New York: New American Library
- Drucker, P. F. (2002). *Innovation and Entrepreneurship: Practice and Principles*. London: Heinemman.
- Eboh, C. & Lemchi, L. (2010). *Business environment in Nigerian states 2010: Tackling the security challenge*. Enugu: African Institute for Applied Economics.
- Edna, O. & Eboh, O. (2011). *Business creation and growth*. Enugu: Timex Enterprises.

- Elizabeth, H. & Terry, O. (2011). *Marketing*, London: Longman
- Gall, M. D., Gall, J. P., & Boll, W. R. (2007). *Educational research: An Introduction (8th ed.)*. USA: Library of Congress Cataloging-in-Publication Data.
- Gbenga, S. (2011, October 6). *Building competitive edge through market intelligence*. *National Mirror*, 37
- Geof, L. (2011). *Marketing and the organisation's micro and macro environments*. Retrieved on 17/08/2011 from <http://www.environline.com/doc/2410000/corporate.soc>.
- Global, M. (2004). *The international marketing environment*, London: Lassel Publishers Ltd.
- Gohari, H. (2007). *The effect of e-marketing on the marketing performance of small scale business enterprise*. Unpublished master's thesis. Brandford University of Management, U.K.
- Harper, D. (2001). "Online etymology dictionary-economy." Retrieved on 15/08/2011 from <http://www.etymologyonline.com/index.php?term=economy>.
- Heath, C. (2002). *Configuration awareness*: ACM Digital Library. Retrieved from dl.acm.org/citation.cfm?id=3D586346 on 27/02/2012.
- Hill, E. & Sullivan, T. (2003). *Marketing*. London: Longman.
- Irefin, I. A., Abdul-Azeez, I. A & Tijani, A. A (2012). *An investigation study of the factors affecting the adoption of information and communication technology in small and medium scale enterprises in Nigeria*. *Australian Journal of Business and Management Research*, 2, (2),1-9.
- Jerry, K. (2005). *A systems theory of business intelligence-information management*. Retrieved on 24th/09/2010 from www.information-management.com/issues/.../1042317-1.html
- Jobber, R. (2000). *Principles & practice of marketing*. London: McGraw Hill Book Company.
- John, N. (2001). *The marketing environment*. New York: Bantam Books.
- John, S. & Kelvin, H. (2007). *Economics for business*. England: Pearson Education Limited.
- Kathleen, R. (2003). *Bringing new technology to market*. London: Pretence Hall.
- Kay, E. & Ray, C. (2008). *Principles of macroeconomics*. New Jersey: Prentice Hall.
- Kotler, P. & Armstrong, G. (2004). *Principles of marketing (10th ed.)*. New Jersey: Pretence Hall.

- Kotler, P. & Armstrong, G. (2006). *Principles of marketing*. Canada: Library of Congress Catalogue-in-publication data.
- Landstrom, H. (2005). *Pioneers in entrepreneurship and small business research*. New York: Springer Science + Media Inc.
- Meyer, K. (2004). *Perspective on multinational enterprises in emerging economics*. *Journal of international business studies*, 35(4), 259-276.
- Muhammed, M. H. (2011). *Marketing environment*. Retrieved on 04/07/2011 from <http://www.what-is-marketing-environment/marketing/>.
- Narayana, K. (2004). *Determinants of competitiveness of small scale industries in India*. *The journal of business in developing nations*. 8, 93.
- Obi, C. A. (2002). *Elements of business*, Owerri: Cape Publishers Int., Ltd.
- Odigbo, G. O. (2011). *Introduction to entrepreneurship*. Enugu: Times Enterprises.
- Olabisi, S.Y, Andrew, A. O & Adewole, A. A. (2002). *Factors affecting small scale business performance in informal economy in Lagos state Nigeria: A gendered based analysis*. Retrieved on 04/07/2011 from <http://www.gender.analysis/1234/info.com>.
- Olujide, J. O & Bamiduro, J. A. (2005). *Elements of marketing management*. Ilorin: University Press.
- Onuga, B.A. N. (2005). *Small and medium enterprises (SMEs) in Nigeria: Problems and prospects*. Unpublished Ph.D thesis, St. Clements University, U.S.A.
- Osuala, E. C. (1998). *Fundamental of Nigerian marketing*. Onitsha: Cape publishers International limited.
- Osuala, E. C. (2000). *Business management*. Owerri: Cape Publishers International Limited.
- Osunkeye, O. (1998). *Management for higher productivity in a volatile environment. A paper presented at the 1995 Annual National Management Conference of the Nigerian Institute of Management*, 7, 8.
- Pastula, P. J. (2004). *Successful business planning in 30days (7th ed.)*. Singapore: Pastula Media.
- Peter, D. (2002). *Marketing management and strategy*. England: Pearson Education Limited.
- Purateera, T. (2005). *Influencing factors affecting management of small enterprises in Northeast Thailand*. 8(2), 41- 46.

- Raymond, H. M. (2006). *Microsoft® Encarta® Microsoft corporation*. Retrieved on 24/08/2011 from <http://www.microsoft.org/pg.cfm?>.
- Ross, C. (2001). *Introduction to marketing: Principles and practice*. Retrieved 24/ 08/2011 from <http://www.books.google.com/books on 23-10-2009>.
- Schmidt, K. (2002). The problem with awareness: Introductory remarks on awareness in Computer supported cooperative work. *The journal of collaborative computing*, II (3-4), 285-298.
- Shaw, J. (2004), Baron, & share, (2005) *Microenterprise occupation and poverty reduction in microfinance program. Evidence from Srilanka. World Development Journal*, 32(7), 1247-1264.
- Stoner, J. A. F., Freeman, R. F., & Gilbert, (2000). *Management*. New jersey: Eaglewood cliffs Pretence Hill INC.
- Teerawat, P., Suranat, K., Atchara, P & Kimaporn, K. (2009). Influence factors affecting management of small enterprises in Northeast Thailand. *International Business & Economic Research Journal*, 8(2), 41
- Thompson, K. (2002). *Small firms. Reports on the Committee of Inquiring on Small Firms*. London: HMSO.
- Vander, P. O. (2005). *Ongevings analyse. In Ordernemers in hoofdlinjen*: Houten-Nordhoff.
- Vogt, R. J. (2007). *Forecasting as a management tool*. Michigan: Business Review.
- William, D. P. & McCarthy, J. E. (2002). *Basic Marketing: A Global Managerial Approach*. Irwin: Times Mirror Higher Education Group. Inc. Company.
- William, M. P. & Ferrel, O. C. (2007). *Coorporate social responsibility of business*. Retrieved on 17/08/2011 from <http://www.scribd.com/doc/24668377/corporate.soc>.
- Wilson, R. M. S. (2000). *Management controls and marketing planning*. London: Heinemann.
- Yusuff, Y. (2011, October 6). *Building competitive edge through market intelligence. National Mirror*, 37.

APPENDIX A

Department of Vocational Teacher Education
Business Education Unit
University of Nigeria, Nsukka.
Enugu State.

Dear Sir/Madam,

REQUEST FOR INSTRUMENT VALIDATION

I am a postgraduate student in the department of Vocational Teacher Education (Business Education), University of Nigeria Nsukka, currently undertaking a research project aimed at determining **the level of awareness of small scale business operators on the macro-environmental forces that influence marketing activities in Oyo State**

Attached is a draft copy of the questionnaire a survey instrument for the study, topic of the study, purpose of the study and Hypotheses. You are pleased requested to vet the items for clarity, relevance and total coverage of the macro environmental forces for consistency and stability.

Please use the plain sheet provided for general comments and suggestions you deem necessary, concerning any aspect of macro environmental forces not covered in the instrument. Your responses will be held in strictest confidence.

Thanks.

Yours faithfully,

Salami, Sarafadeen. S.
PG/MED/09/50541

APPENDIX B
QUESTIONNAIRE
 UNIVERSITY OF NIGERIA, NSUKKA
 DEPARTMENT OF VOCATIONAL TEACHER EDUCATION
 (BUSINESS EDUCATION)

PROJECT TOPIC:

**AWARENESS ON THE MACRO-ENVIRONMENTAL FORCES THAT
 INFLUENCE MARKETING ACTIVITIES OF SMALL SCALE BUSINESS
 OPERATORS IN OYO STATE**

PART ONE

GENERAL INFORMATION

Please complete the information below as appropriate

Please Mark () appropriately

1. Location: Urban [] Rural []
2. Experience:
 - a) 1-5 years [] b) 6-10years [] (c) 11 above []
3. Academic Qualification:
 - a. SSCE []
 - b. NCE []
 - c. HND/BSc []
 - d. M.Ed/Ph.D []

Scale:

Very Highly Aware	(VHA)
Highly Aware	(MA)
Aware	(A)
Somewhat Aware	(LA)
Not Aware	(NA)

SECTION A

Level of awareness of small scale business operators on demographic forces that influence marketing activities.

S/N	Are you aware that the following demographic forces have influence on the marketing activities:	VHA	HA	A	SA	NA
1	Size of the target market has influence on the volume of goods to be produced by the business					
2	Population density has influence on the volume of goods to be produced by the business for immediate use					
3	Population has influence on the future production of goods for the society					
4	Age of the target market has influence on the type of goods to be produced					
5	Gender has influence on the production decision					
6	Occupation of the consumer has influence on the quality of the goods and services rendered by the business					
7	Educational background has influence on the tastes and preference of the consumer					
8	Birth rate has influence on the production of baby materials					
9	Religious structures have influence on the business to be selective in their production for different religious in the society					
10	Increase in population has influence on the business to increase its volume of production to meet up with human needs					
11	Rural-Urban shifts have influence on the distribution of goods to the consumers					
12	Location of the target market has influence on the business in determining the choice of distribution channel					
13	Lifestyles of the people have influence on the business modes of selling					

SECTION B

Level of awareness of small scale business operators on economics forces that influence marketing activities.

S/N	Are you aware that the following economics forces have influence on the marketing activities:	VHA	HA	A	SA	NA
1.	Level of consumer's income has influence on the marketing activities of small scale business					
2	Inflation has influence on the marketing program of small scale business enterprises					
3	Bank interest rates have influence on the marketing activities of small scale business					
4	Economic prosperous influences small scale business to expand their product offerings to take advantage of increased buying power					
5	During the economic recession businesses are influenced to direct their promotional activities towards value and utility					
6.	Economic recession has influence on planning marketing budgets for small scale business					
7.	Small scale businesses are positively influenced during the economic recovery to expand their marketing activities					
8.	Savings of a consumer has influence on the business turnover of small scale business					
9.	Size of a disposable income of consumers has influence on small scale business activities					
10.	Unemployment has influence on the marketing activities of small scale business enterprise					
11.	Rate of tax payment has influence on the business activities					
12.	Economic forces have influence on small scale business to forecast future demand					

SECTION C

Level of awareness of small scale business operators on social and cultural forces that influence marketing activities

S/N	Are you aware that the following social and cultural forces have influence on the marketing activities:	VHA	HA	A	SA	NA
1.	Changes in fashion has influence on the consumption of a particular product					
2.	Social status of the people in the society has influence on the business packaging system					
3.	Religion influences business to its potential customers in a given society					
4.	Social classes in the society have influence in the channel of distribution for the products mean for different group in the society					
5.	Customers's educational background has influence on small scale business in improving the quality of their products					
6.	Habits of the consumer have influence on the business activities towards product modification to the like of consumers					
7.	People's opinion has influence on the small scale business marketing activities					
8.	Languages of the people have influence on the small scale business enterprises					
9.	Cultural values have influence on small scale business activities					
10.	Family systems have influence on the business in the production of goods meant for family consumption					
11.	Beliefs of society have influence on the business in the choice of raw materials used for the production					
12.	Lifestyles of the people have influence on the sale strategies of small scale business enterprises					

SECTION D

Level of awareness of small scale business operators on technological forces that influence marketing activities

S/N	Are you aware that the following technological forces have influence on the marketing activities	VHA	HA	A	SA	NA
1.	Use of computers in recording keeping of business transaction have influence on business efficiency					
2.	Adoption of automated machine has influence on the business production capacity of small scale business					
3.	Technology has influence on the business by having access to a useful information within and outside the business organization					
4.	Technology has influence on the managerial knowledge of small scale business in designing and development of goods and services					
5.	Technology has influence on the modes of products packaging of the small scale business					
6.	Technologies have influence on the business on the modes of products advertisements					
7.	Business technological awareness has influence on the environmental control					
8.	Technology influences small scale business competitive strength with bigger industries in terms of quality of products offerings					
9.	Businesses are influenced by the technologies to modify the old products to meet up with consumer preferences					
10.	Constant technological changes have influence on business in the introduction of new product into the markets					
11.	Technology has influence on the rate of decision making in the business organization					

SECTION E

Level of awareness of small scale business operators on legal and political forces that influence marketing activities:

S/N	Are you aware that the following legal and political forces have influence on the marketing activities	VHA	HA	A	SA	NA
1.	Government regulations have influence on the standard of product by stipulating weight, quality, and size to be confirmed by the business operators.					
2.	Government regulations have influence on the labeling and safety of the product of small scale business					
3.	Business laws have influence on the business modes of advertising by curbing false advertisement					
4.	Business laws have influence on how business relates to each other					
5.	Business laws have influence on how business relates to the consumers					
6.	Business laws have influence on business pricing system by putting ceiling on the prices of controlled products					
7.	Government regulations have influence on the prevention of sales of contaminated products					
8.	Regulatory environment has influence on the protection of consumer from unfair business practices by ensuring safety of consumers					
9.	Business packaging system are influenced by the government laws					
10.	Government level of exchange rate has influence on the business activities					

SECTION F

Level of awareness of small scale business operators on competitive forces that influence marketing activities:

S/N	Are you aware that the competitive forces have influence on the marketing activities:	VHA	HA	A	SA	NA
1.	Competitive forces have influence on the business to hire professionals saddled with the role of responsibility					
2	Competitive forces have influence on the assessment of business performance on a regular basis					
3	Businesses are influenced by the competition from other businesses to under the market environment					
4	Competitive forces have influence on business to know the strength and weakness of competitors through constant research					
5	Competitive forces have influence on the business to stretch their capabilities and imagination to cope with new challenges					
6	Competitive have influence on the business to device winning strategies and initiatives through competitive research					
7	Competitive forces have influence on the business enterprise to emphasize more of the customer satisfaction in their marketing activities					
8	Competitive forces have influence on the business to increase the quality of its brand to overcome the threat of substitute goods					
9	Competition has influence on business price strategy					
10	Competitive forces have influence on the business activities by increasing their level of performance					

APPENDIX C

RQ1

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
ItemA1	119	1.00	3.00	1.7899	.62265
ItemA2	119	1.00	3.00	1.6807	.63690
ItemA3	119	1.00	3.00	1.5042	.68734
ItemA4	119	1.00	3.00	1.6723	.67785
ItemA5	119	1.00	4.00	1.8067	.76221
ItemA6	119	1.00	4.00	1.8235	.69681
ItemA7	119	1.00	4.00	1.7731	.71825
ItemA8	119	1.00	3.00	1.8319	.62868
ItemA9	119	1.00	4.00	1.7227	.68796
ItemA10	119	2.00	4.00	3.0420	.65607
ItemA11	119	1.00	4.00	1.8319	.72858
ItemA12	119	1.00	4.00	1.8655	.66287
ItemA13	119	1.00	3.00	1.6387	.59277
Valid N (listwise)	119				

RQ2**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
ItemB1	119	1.00	4.00	1.8739	.65813
ItemB2	119	1.00	4.00	2.0084	.80776
ItemB3	119	1.00	4.00	2.0840	.70806
ItemB4	119	1.00	4.00	2.0672	.72171
ItemB5	119	1.00	4.00	2.0252	.76427
ItemB6	119	1.00	3.00	1.9580	.65607
ItemB7	119	1.00	4.00	2.0084	.68266
ItemB8	119	1.00	4.00	2.0588	.78432
ItemB9	119	1.00	4.00	2.0000	.72486
ItemB10	119	1.00	3.00	1.9832	.65073
ItemB11	119	1.00	3.00	1.9160	.65845
ItemB12	119	1.00	4.00	1.9076	.65084
MeanB	119	1.33	3.00	1.9909	.29747
Valid N (listwise)	119				

RQ3**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
ItemC1	119	1.00	5.00	3.0252	.74176
ItemC2	119	1.00	4.00	2.2689	.69742
ItemC3	119	1.00	4.00	2.1261	.68339
ItemC4	119	1.00	4.00	2.0252	.79684
ItemC5	119	1.00	4.00	2.0840	.69599
ItemC6	119	2.00	5.00	3.0000	.86358
ItemC7	119	1.00	4.00	2.0840	.70806
ItemC8	119	1.00	4.00	1.9916	.73063
ItemC9	119	1.00	4.00	2.1513	.67194
ItemC10	119	1.00	3.00	2.0336	.67564
ItemC11	119	1.00	4.00	2.0840	.63219
ItemC12	119	1.00	4.00	1.9412	.66758
MeanC	119	1.67	2.92	2.2346	.22418

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
ItemC1	119	1.00	5.00	3.0252	.74176
ItemC2	119	1.00	4.00	2.2689	.69742
ItemC3	119	1.00	4.00	2.1261	.68339
ItemC4	119	1.00	4.00	2.0252	.79684
ItemC5	119	1.00	4.00	2.0840	.69599
ItemC6	119	2.00	5.00	3.0000	.86358
ItemC7	119	1.00	4.00	2.0840	.70806
ItemC8	119	1.00	4.00	1.9916	.73063
ItemC9	119	1.00	4.00	2.1513	.67194
ItemC10	119	1.00	3.00	2.0336	.67564
ItemC11	119	1.00	4.00	2.0840	.63219
ItemC12	119	1.00	4.00	1.9412	.66758
MeanC	119	1.67	2.92	2.2346	.22418
Valid N (listwise)	119				

RQ4

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
ItemD1	119	1.00	3.00	1.8235	.60572
ItemD2	119	1.00	3.00	2.2605	.71855
ItemD3	119	1.00	4.00	2.2101	.66222
ItemD4	119	1.00	4.00	2.0000	.78113
ItemD5	119	1.00	3.00	2.0420	.61610
ItemD6	119	1.00	4.00	2.1008	.76352
ItemD7	119	1.00	4.00	2.0672	.67310
ItemD8	119	1.00	4.00	1.9916	.67014
ItemD9	119	1.00	4.00	1.9076	.71297
ItemD10	119	1.00	4.00	2.0168	.62414
ItemD11	119	1.00	4.00	2.0168	.63757
MeanD	119	1.36	2.64	2.0397	.23660
Valid N (listwise)	119				

RQ5**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
ItemE1	119	1.00	3.00	1.7983	.56117
ItemE2	119	1.00	3.00	2.2269	.70635
ItemE3	119	1.00	4.00	2.0336	.66298
ItemE4	119	2.00	5.00	3.0168	.92042
ItemE5	119	2.00	5.00	3.0756	.94025
ItemE6	119	1.00	4.00	2.0588	.71656
ItemE7	119	1.00	3.00	1.9916	.64435
ItemE8	119	1.00	4.00	1.9916	.65737
ItemE9	119	1.00	4.00	1.8908	.63500
ItemE10	119	1.00	4.00	1.8235	.57706
MeanE	119	1.70	3.00	2.1908	.25412
Valid N (listwise)	119				

RQ6**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
ItemF1	119	2.00	5.00	3.2437	.68848
ItemF2	119	1.00	4.00	1.9580	.74099
ItemF3	119	1.00	4.00	1.8992	.64302
ItemF4	119	1.00	3.00	1.7815	.65302
ItemF5	119	1.00	3.00	1.8151	.68848
ItemF6	119	1.00	4.00	2.0168	.59636
ItemF7	119	1.00	4.00	1.9580	.65607
ItemF8	119	2.00	5.00	3.0756	.85529
ItemF9	119	1.00	4.00	1.8487	.67194
ItemF10	119	1.00	4.00	1.8319	.57223
MeanF	119	1.60	2.70	2.1429	.24721

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
ItemF1	119	2.00	5.00	3.2437	.68848
ItemF2	119	1.00	4.00	1.9580	.74099
ItemF3	119	1.00	4.00	1.8992	.64302
ItemF4	119	1.00	3.00	1.7815	.65302
ItemF5	119	1.00	3.00	1.8151	.68848
ItemF6	119	1.00	4.00	2.0168	.59636
ItemF7	119	1.00	4.00	1.9580	.65607
ItemF8	119	2.00	5.00	3.0756	.85529
ItemF9	119	1.00	4.00	1.8487	.67194
ItemF10	119	1.00	4.00	1.8319	.57223
MeanF	119	1.60	2.70	2.1429	.24721
Valid N (listwise)	119				

Hypothesis 1

Group Statistics

	Location	N	Mean	Std. Deviation	Std. Error Mean
ItemB1	Urban	73	1.8493	.65978	.07722
	Rural	46	1.9130	.66084	.09744
ItemB2	Urban	73	2.0274	.79883	.09350
	Rural	46	1.9783	.82970	.12233
ItemB3	Urban	73	2.0959	.69050	.08082
	Rural	46	2.0652	.74243	.10947
ItemB4	Urban	73	2.1096	.67827	.07939
	Rural	46	2.0000	.78881	.11630
ItemB5	Urban	73	2.0548	.77979	.09127
	Rural	46	1.9783	.74503	.10985
ItemB6	Urban	73	1.9452	.64313	.07527
	Rural	46	1.9783	.68278	.10067
ItemB7	Urban	73	2.0548	.68497	.08017
	Rural	46	1.9348	.67994	.10025
ItemB8	Urban	73	2.0959	.80216	.09389
	Rural	46	2.0000	.76012	.11207
ItemB9	Urban	73	1.9315	.73274	.08576
	Rural	46	2.1087	.70642	.10416
ItemB10	Urban	73	2.0548	.62116	.07270
	Rural	46	1.8696	.68666	.10124
ItemB11	Urban	73	2.0137	.63450	.07426
	Rural	46	1.7609	.67280	.09920
ItemB12	Urban	73	1.9315	.63089	.07384
	Rural	46	1.8696	.68666	.10124
MeanB	Urban	73	2.0137	.29561	.03460
	Rural	46	1.9547	.30005	.04424

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
ItemB1	Equal variances assumed	.809	.370	-.513	117	.609	-.06373	.12428	-.30986	.18240
	Equal variances not assumed			-.513	95.689	.609	-.06373	.12433	-.31052	.18307
ItemB2	Equal variances assumed	.064	.801	.322	117	.748	.04914	.15264	-.25316	.35143
	Equal variances not assumed			.319	93.076	.750	.04914	.15397	-.25661	.35489
ItemB3	Equal variances assumed	.002	.961	.229	117	.819	.03067	.13383	-.23437	.29572
	Equal variances not assumed			.225	90.602	.822	.03067	.13607	-.23962	.30097
ItemB4	Equal variances assumed	.339	.561	.805	117	.422	.10959	.13606	-.15988	.37906
	Equal variances not assumed			.778	85.147	.439	.10959	.14081	-.17038	.38956
ItemB5	Equal variances assumed	.807	.371	.530	117	.597	.07653	.14431	-.20927	.36234
	Equal variances not assumed			.536	99.066	.593	.07653	.14282	-.20684	.35991
ItemB6	Equal variances assumed	.095	.759	-.267	117	.790	-.03306	.12399	-.27862	.21251

	Equal variances not assumed			-.263	91.507	.793	-.03306	.12570	-.28272	.21661
ItemB7	Equal variances assumed	.047	.828	.933	117	.353	.12001	.12858	-.13464	.37466
	Equal variances not assumed			.935	96.334	.352	.12001	.12836	-.13478	.37480
ItemB8	Equal variances assumed	.644	.424	.648	117	.518	.09589	.14801	-.19724	.38902
	Equal variances not assumed			.656	99.649	.513	.09589	.14620	-.19418	.38596
ItemB9	Equal variances assumed	.000	.984	-1.302	117	.195	-.17719	.13605	-.44664	.09226
	Equal variances not assumed			-1.313	98.425	.192	-.17719	.13492	-.44492	.09054
ItemB10	Equal variances assumed	1.851	.176	1.520	117	.131	.18523	.12182	-.05604	.42649
	Equal variances not assumed			1.486	88.644	.141	.18523	.12464	-.06244	.43290
ItemB11	Equal variances assumed	3.570	.061	2.068	117	.041	.25283	.12227	.01069	.49497
	Equal variances not assumed			2.040	91.593	.044	.25283	.12392	.00671	.49895
ItemB12	Equal variances assumed	.438	.509	.504	117	.615	.06194	.12291	-.18147	.30536
	Equal variances not assumed			.494	89.738	.622	.06194	.12531	-.18702	.31090
MeanB	Equal variances assumed	.165	.685	1.054	117	.294	.05899	.05597	-.05186	.16984
	Equal variances not assumed			1.050	94.731	.296	.05899	.05616	-.05251	.17049

Hypothesis 2

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
ItemD1	Between Groups	1.558	2	.779	2.165	.119
	Within Groups	41.736	116	.360		
	Total	43.294	118			
ItemD2	Between Groups	.719	2	.360	.693	.502
	Within Groups	60.205	116	.519		
	Total	60.924	118			
ItemD3	Between Groups	1.337	2	.669	1.539	.219
	Within Groups	50.410	116	.435		
	Total	51.748	118			
ItemD4	Between Groups	1.397	2	.699	1.148	.321
	Within Groups	70.603	116	.609		
	Total	72.000	118			
ItemD5	Between Groups	.136	2	.068	.177	.838
	Within Groups	44.654	116	.385		
	Total	44.790	118			
ItemD6	Between Groups	.659	2	.329	.561	.572
	Within Groups	68.131	116	.587		
	Total	68.790	118			
ItemD7	Between Groups	.468	2	.234	.512	.601
	Within Groups	52.994	116	.457		
	Total	53.462	118			
ItemD8	Between Groups	.107	2	.053	.117	.889
	Within Groups	52.885	116	.456		
	Total	52.992	118			

ItemD9	Between Groups	.911	2	.456	.895	.411
	Within Groups	59.072	116	.509		
	Total	59.983	118			
ItemD10	Between Groups	.414	2	.207	.528	.591
	Within Groups	45.552	116	.393		
	Total	45.966	118			
ItemD11	Between Groups	.974	2	.487	1.203	.304
	Within Groups	46.992	116	.405		
	Total	47.966	118			
MaenD	Between Groups	.139	2	.069	1.243	.292
	Within Groups	6.467	116	.056		
	Total	6.606	118			

Hypothesis 3

Group Statistics

	AcadaQualif	N	Mean	Std. Deviation	Std. Error Mean
ItemF1	NonGrad	71	3.1408	.66108	.07846
	Grad	48	3.3958	.70679	.10202
ItemF2	NonGrad	71	1.9577	.74521	.08844
	Grad	48	1.9583	.74258	.10718
ItemF3	NonGrad	71	1.9014	.63595	.07547
	Grad	48	1.8958	.66010	.09528
ItemF4	NonGrad	71	1.7606	.64287	.07629
	Grad	48	1.8125	.67339	.09720
ItemF5	NonGrad	71	1.8592	.68234	.08098
	Grad	48	1.7500	.69954	.10097
ItemF6	NonGrad	71	2.0141	.57304	.06801
	Grad	48	2.0208	.63546	.09172
ItemF7	NonGrad	71	1.9577	.68529	.08133
	Grad	48	1.9583	.61742	.08912
ItemF8	NonGrad	71	3.0423	.86910	.10314
	Grad	48	3.1250	.84110	.12140
ItemF9	NonGrad	71	1.7746	.59033	.07006
	Grad	48	1.9583	.77070	.11124
ItemF10	NonGrad	71	1.7465	.52694	.06254
	Grad	48	1.9583	.61742	.08912
MeanF	NonGrad	71	2.1155	.24240	.02877
	Grad	48	2.1833	.25124	.03626

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
ItemF1	Equal variances assumed	2.685	.104	-2.007	117	.047	-.25499	.12703	-.50657	-.00341
	Equal variances not assumed			-1.981	96.395	.050	-.25499	.12870	-.51043	.00046
ItemF2	Equal variances assumed	.044	.835	-.004	117	.997	-.00059	.13905	-.27598	.27480
	Equal variances not assumed			-.004	101.268	.997	-.00059	.13896	-.27623	.27506
ItemF3	Equal variances assumed	.011	.915	.046	117	.963	.00558	.12067	-.23340	.24455
	Equal variances not assumed			.046	98.460	.964	.00558	.12155	-.23562	.24677
ItemF4	Equal variances assumed	.008	.930	-.424	117	.672	-.05194	.12245	-.29445	.19057
	Equal variances not assumed			-.420	97.826	.675	-.05194	.12356	-.29715	.19328
ItemF5	Equal variances assumed	.679	.411	.847	117	.398	.10915	.12881	-.14594	.36425
	Equal variances not assumed			.843	99.318	.401	.10915	.12943	-.14766	.36597
ItemF6	Equal variances assumed	.003	.956	-.060	117	.952	-.00675	.11191	-.22838	.21489
	Equal variances not assumed			-.059	93.839	.953	-.00675	.11418	-.23347	.21997

ItemF7	Equal variances assumed	.418	.519	-.005	117	.996	-.00059	.12312	-.24441	.24324
	Equal variances not assumed			-.005	107.720	.996	-.00059	.12065	-.23974	.23857
ItemF8	Equal variances assumed	.156	.693	-.516	117	.607	-.08275	.16032	-.40025	.23476
	Equal variances not assumed			-.519	103.227	.605	-.08275	.15930	-.39868	.23318
ItemF9	Equal variances assumed	.222	.639	-1.470	117	.144	-.18369	.12495	-.43114	.06377
	Equal variances not assumed			-1.397	82.920	.166	-.18369	.13146	-.44517	.07779
ItemF10	Equal variances assumed	1.308	.255	-2.007	117	.047	-.21185	.10558	-.42096	-.00275
	Equal variances not assumed			-1.946	90.028	.055	-.21185	.10887	-.42814	.00443
MeanF	Equal variances assumed	.000	.995	-1.476	117	.143	-.06784	.04597	-.15887	.02319
	Equal variances not assumed			-1.466	98.561	.146	-.06784	.04629	-.15969	.02401

APPENDIX D

RELIABILITY

Section A

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
	Total	20	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.782	13

Section B

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
	Total	20	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.871	12

Section C**Case Processing Summary**

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
	Total	20	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.687	12

Section D**Case Processing Summary**

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
	Total	20	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.789	11

Section E**Case Processing Summary**

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
	Total	20	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.723	10

Section F**Case Processing Summary**

	N	%
Cases Valid	20	100.0
Excluded ^a	0	.0
Total	20	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.985	10

Total**Case Processing Summary**

	N	%
Cases Valid	20	100.0
Excluded ^a	0	.0
Total	20	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.872	68

APPENDIX E

ASSOCIATION OF NIGERIA ASSOCIATION OF SMALL SCALE INDUSTRIALISTS IN OYO STATE (NASSI)

S/N	COMPANY'S NAME	ADDRESS	PRODUCT OR SERVICES	OYO SENATORIAL DISTRICTS
1.	Babatunde Adelaja & Co	SW9/1874 Orita Challenge Ibadan	Bakery & Soap making	South
2.	Auto care Nig. Ltd	Awolowo Road, Ibadan	Automovite Batteries, electrolyte battery Plates, Deionised	South
3	BOLAFBI & Co (Designers)	Olaogun Area Saki, Oyo State	Garments Industry	North
4	Babatunde Adelaja & Co	SW9/1874 Orita Challenge Ibadan. G. P. O Box 10256	Bakery & Soap making	South
5	FASHION DE MARONK	No. 84, Liberty Road Ibadan Tel: 02-310954	Garments	South
6	KAMOJ FASHION	SW9/274 Dogo Street Apata, Ibadan	Garments	Central
7	Abdulai Yusuf Enterprisess	CI/24Olupoyi Oja Oba Oyo, Box 24089	Tin Can Product	Central
8	Benbam commercial Enterprises	U. I Post Office Box 20357, Ogbomoso	Pure water production	North
9	BM PUBLISHERS	No. 6 Oderinde Close Felele Layout, Ibadan	Book Publishing & Manufacturing of Stationeries e.g annual diary etc	South

10	Century Publishing House Nigeria Ltd	Ososami Road Ibadan GPO Box 4773, Tel: 022-311711,	Exercise & Book Printed Stationery Duplicating Paper & Typing Sheets, Printing & Publishing Services	North
11	Abigail Prestige Nig. Ltd. Aanuoluwa Bridal Center	SW7/86A, Lagos Bye Pass, Opposite Mandilas Ibadan	Garments	South
12	Omnibus Supplies & Co	60, Awolowo Avenue Bodija, Ibadan	Stationery and Office Equipent	South
13	Temidayo Bakery	E7/6901, Idi- Obi Agugu, Ibadan	Bread and Confectionery Products	South
14	COMTEK NIG. LTD	16, Awosika Iseyin	Lead and lead Products	Central
15	ADEPOJU & CO	2, Bale Akintayo Jericho, Ibadan	Palm Kernel Production	North
16	KIKIS BEAUTY SALOON	Are, Avenue, Oyo	Hair Products Body Soap Cream	North
17	CONLARG ENTERPRISES	3, Fadeyi Street, Ibadan	Soap & Cosmetics Food Confectionery	South
18	DOJA HOME OF FASHION	SW8/1451 Isale Osasami Oke- Ado Ibadan	Production of Garmets & Fashion	South
19	Xtie Garments Industry	Oyo Road, Lanlehin Estate Ibadan	Textile Garments & Fashion designing	South
20	Omo Adufe Enterprises	Dugbe Ibadan	Bakery & Confectionery	South
21	Markucky Design Ltd	Oritamerin Ogbomosho	Designs & Production of textiles	Central

22	JOMARTAK INDUSTRIES(NIG LTD)	St. John Road, Iseyin	Soya Food Products (e.g Milk), wine, water	Central
23	Alagbanla Enterprises Nig	Iseyin, box 1507	Orange Juice & Palm Oil Product	North
24	SOEFI LTD	BOX 1753 Okeho	Electrical Fittings	North
25	TRAN AFRICA NIG. LTD	Mapo Ibadan	Servicing Indstry, Dry cleaning/ laundry	South
26	Awoleye & Co	Dugbe Ibadan	Micholand Nig Enterprises Steel Works & Aluminium	South
27	Sanu Oluwa Wood Work Nig Ltd	Agbowoo, Ogbomosho	Furniture	Central
28	HEFSIBA IND LTD PLASTIC INDUSTRY	Idi Ishin, Oyo	Plastic Production	Central
29	SIDOV LIMITED	Sidov Ltd Aje, Oyo	Production of Soya & Palm Kernel oil as well Mica Industrial Materials	Central
30	OREFAM & BISMOS NIG ENT	Dugbe Ibadan	Glue Material	South
31	MAKOS FOUNDRY	Akobo Road, Oyo	Bearing	Central
32	AUGUSTMOON Plastics ltd	Lagelu Industrial Estate Ibadan	Pladtic Productions	South
33	Sholly Ventures Ltd	Shopping Complex Ibadan	Interior Decorations Wood Industry Polythene Makers	South
34	NINROD NIG CO. LTD	Aje House Ibadan	Fruit Juice Processing Nylon	South

35	Oke-Osun Enterprise	Oke Orogun Saki	Light Engineering	North
36	Fashiole Maronik	SW8/10 Oke Oyo	Fashion Designing	Central
37	Tobis Nig Enterprise	Felele Layout Ibadan	Candle Products	South
38	Adisa Steel works Ltd	Olorogun Ogbomoso	Steel Fabrication	Central
39	Awoleye Nig Maronik	Gbadebo Street Mokola Ibadan	Tanky Rolling Door	South
40	Golden Walet paper Products Ltd	Ring Road Ibadan	Paper Products, Toilet rolls & Serviette	South
41	AFKO ENTERPRISES	Water Work road, Eruwa	Office Pins & Clips	Central
42	Orisunbare work	Owode area, Oyo	Wood works & Iron Steel furniture	Central
43	Lanrewaju Gen. Printers	Ibadan	Printing	South
44	Awoleke Enterprise	Ibadan box 16756	Foundry	South
45	Ige Ismat Nig. Ent.	Ibadan box 9007	Shoes & Bags Manufacturing	South
46	ABO-TEC STEEL COMM ENT	Iseyin, Box 15938	Design & Production of Steel Products(Industrial Machine)	North
47	Oluseun Oguns Comm. Ent	Lebanon Street Gbagi Ibadan	Pharmaceutical Products	South
48	DETUTU UNIK ENT	Owoade Estate Ibadan	Manufacturing of soap, Polythene Bag	South
49	G. W Stationery Production	Ring road Ibadan	Stationery Production	South
50	O. G.W TECH CO.	Iseyin Road,	Nail Production	North

	LTD	Ipapo		
51	Tie & Die Batic Ltd	Iwo road Ibadan	Tie & Dye / batic soap	South
52	Diesel Gents Ltd	Onireke Ibadan	Electrical Manufacturing	Central
53	Beavons Institute of Fashion Design	Gbagi Market	Textiles and Garments	South
53	Dainty Ventures	Oke Bola Ibadan	Bakery and Pure Water	South
54	Faosh Nig Ltd	Bodija Ibadan	Service Industry	South
55	Poly Nig. enterprise	Ilorin road, Ogbomoso	Poly bags	Central
56	Young Aro Shoe Industry	Mokola Ibadan	Manufacturing of Shoes	South
57	Rich Pazale Nig Ltd	Bodija Ibadan	Chemeical electronics, technical and Auto parts	South
59	SEINDAT ENGINEERING NIG LTD	Bodija Ibadan	Production of industrial Machines	South
60	Ayobami & Company Ltd	Isale Oyo, Oyo State	Manufacturing of Jeweries	Central
61	Agunleying & co	Oja Oba Ibadan	Tin Can products	South
62	Tie and Dye Industries	Oluranti Iwo Road Ibadan	Tie and Dye	South
63	Doja Home of fashion	Oke ado Ibadan	Garment	South
64	GREENLIGHT MAGMOLA GOOD	Shopping Complex Sabo Ibadan	Maker of Woods products	South
65	Holiness Shoe Work Enterprises	Dugbe Ibadan	Manufacturing of shoes	South
66	Jack Kay Enterprises Ltd	Oniwaya Road Ogbomoso	Fisheries Coldroom Manufacturers	Oyo Central

67	Ibadan North Gate Hotel	Shasha Ibadan	Catering Services	Central
68	Alokolodo Fish Production	Ayepe Road Apomu	Gari, Husbandry and Poultry	North
69	Onibata Enterprises	Salvation army Road Ibadan	Ladies Slippers	South
70	Electronic Sound and Coy	Oke Ado Ibadan	Electronic and Electrical Engineering	North
71	Olawoyin Printing Work	Inalende ibadan	Printing	Central
72	Auto Mech Nig. Ltd	Oke Ado Ibadan	Construction and repair of Crankshaft	North
73	Rosafem Dairies Nigeria Ltd	Dugbe Ibadan	Dairies Products	South
74	Fagbola Emterprises	Mokola Street	Fashion Designer	South
75	Shokat Dairies	Odo Ona Ibadan	Dairies Products	South
76	Marstek(Nig) Ltd	Iwo road Ibadan	Timberm Mining, Gemstones and Cosmetology	South
77	IBAT ENT	Akobo Ibadan	Pure Water	Central
78	More-More Poultry	Akobo Ibadan	Poultry and Livestock farming	South
79	A. D Ten Ventures Ent	Basorun Ibadan	Soya Milk, Chocolate Orange	South
80	Gold Agh Ogin Nig Enterprises	Dugbe Ibadan	Soya Milk, Chocolate Orange	North
81	Kadet Technology	Iwo Road Ibandan	Voltage stabilizer, Electric Stove	North
82	Printing Computer Service	Monatan Ibadan	Publishing & Computer services	Central

83	Kolade Fashion Place	Salvation Army, Ibadan	Garments National Dresses	South
84	Yebako (Nig) Ltd	Oke ado Ibadan	Toilet Roll Production & Fashion Designing	South
85	Modebay Advance Company Ltd	Ijokodo Ibadan	Plastic Plates and Cups	South
86	Shotech Enterprises	Mokola Ibadean	Fabrication of Machinery stove, Gas, Cooker Pop, Corn machine	North
87	Omoson Nigeria Ltd	Shogboru Estate Ibadan	Tea, Soap and Pure Water	Central
88	Yemisi Nigeria Ltd	Idi-Ape Iwo Road	Ladies Shoes Production	Central
89	Omo Esho shoe	Oke Offa, Ibadan	Gents and Ladies Production	North
90	Rescue Fiber Glass Ventures	Molete Ibandan	Fiberglass products & Welding Engineering	South
91	Entrepreneurship Training School	Samonda Ibadan	Entrepreneurship Development Programme Service	South
92	BACC Ltd	Iwo Road Ibadan	Metal fabricator	South
93	Boltol Enterprises	Orital Bashorun, Ibadan	Textile & Pure Water Production	South
94	Miracle Enterprises Advanced technology	Major salawa Strree Agbowo	Glass Pop Corn Machines, Rechargeable Light	South
95	Jesu seun Industries Ltd	Adamasingba Ibadan	Garment, Adire & Aso Oke	South
96	Fred Adejokun fabrication works	Sharp corner Ibadan	All Steel works	North
97	Moladoh Ventures ltd	Akinloye	Soya Products, Dried	Central

		Layout ibadan	Soya Flour	
98	Fountain Engineering Ltd	Dugbe,Ibadan	Ceramics Products(Tiles Sanitary)	North
99	R. O Resources Vntures	Layout Apata Ibadan	Plastic Product	North
100	Textiles Industries	Oremeji Ibadan	Adire Batic	South
101	Olorun Iyin Trading Store	Monatan ibadan	Selling and Services	South
102	ROCA & CO	Bembo Road Ibadan	Manufacturing of Candle	South
103	Mubay Nig Ltd	Amon Layout Apata	Wooden Poles & Wooden processing for exportation	South
104	Fola Amoo Tech Coy	Aperin street Ibadan	Fabricator Farm Products Processing	South
105	Morab (Nig enterprises)	Challenge Ibadan	Food Processing & Chalk Production	South
106	Thomas Tech Eng. work	Ijokodo Ibadan	Fabricator Arc and Food procession machine & Rig	South
107	SEICO-MOT & CO	Oke-Ado Ibadan	Shoes sales and repairs	South
108	Sherif Habeeb Nig. Ltd	Behind Total Iseyin	Cat Fish Production	Oyo North
109	SONTAG BLUMEN NIG LTD	Osasami Ibadan	Candle manufacturing	South
110	Arayemi Oil Mills	Owode area Oyo	Oyo Central	Central
111	Better Food Research & Promotion Consultancy	Old Ife road Ibadan	Superstat-Maize and Soya Bean Cereal Mix	South
112	Onatunde & Sons	Agodi Ibadan	Publishing & Starch Making and domestic Starch	South

113	Popoola Alawori Ent.	Eleekara Layout Oyo	Sawmill Industry	Oyo Central
114	Ismail Ademola Nig Coy	Oloya Junction Apete Ibadan	Block Making	South
115	JOLADAB(NIG) ENT. IBADAN	Alarape Estate Ibadan	Exporter of Timber	South
116	POWBIK ENGINEERING SERVICES	Bashorun Ibadan	Cold Room Ice, block Machine & Deep Frizer Fabrication	South
117	Powbick Production	Bashorun Ibandan	Producing of Yorgort, Orange, Drink, & Other Can Product	South
118	ROMOLAS PUB. LTD	Challenge Ibadan	Desktop Publishing and Computer Training	South
119	All For Mary Agricultural	New Ife Road Ibadan	Poultry and Oil Production	South